

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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NEW YORK, APRIL 3, 1924

10c A COPY



Sampling, De Luxe

ARMAND, of Des Moines, and Advertising Headquarters have been co-workers for nine years in finding the greatest common multiple for increasing the distribution and sale of Armand products.

Armand knows and we know that every woman, in her quest for happiness, places personal loveliness above pearls and rubies. Our proposition is how to induce her to make her first investment in Armand face powders.

Early in Armand history, offers of samples became a part of the advertising. Each year has seen an increasingly generous planting of this seed.

The offer de luxe was a most delightful and elaborate week-end sample package for 25c. We made it the feature of a coupon campaign, which reached into millions of homes. It created an interest that virtually buried the Armand offices under an avalanche of inquiries and quarters.

The demand for the full-size pink and white check boxes, that automatically follows the use of the samples, is taken care of by a nationally dovetailing chain of enthusiastic Armand dealers.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CHICAGO
SAN FRANCISCO



"What Do You Do With Ideas?"

In 1550, Antonio Galvao pushed across the isthmus of Panama. His observations finally crystallized into a great dream. Why not cut a canal across this narrow neck? He put his project between the covers of a book—and left it there.

Almost every decade thereafter brought more explorers. All wrote books, drew maps of the plan—and left it there.

In 1879, Count Ferdinand de Lesseps actually started digging. He took the canal through some millions of dollars and some miles of earth—and left it there.

357 years after Galvao, Major George W. Goethals, U. S. A., undertook the task. He finished the Panama Canal.

* * * *

The only men, the only organizations with which modern business can bother, are those which can go the entire route, those with abilities equal to the ideas which they propose.

The advertiser, when solicited, is apt to say: "Show me some ideas."

That is no test. Rather might he say: "Show me what you can do with ideas."

The above is an extract from "What Do You Do With Ideas?" in THE INTERRUPTING IDEA for April. Complete copies will be sent to executives upon application.



FEDERAL
ADVERTISING AGENCY, INC.
SIX EAST THIRTY-NINTH ST., NEW YORK

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PRINTERS' INK

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VOL. CXXVII

NEW YORK, APRIL 3, 1924

No. 1

Why Some Wholesalers Insist on Privilege of Returning Goods They Have Bought

A Jobber's Problem of the West and Southwest

By H. A. Haring

[EDITORIAL NOTE: In this article, which was written after an extended tour of investigation among jobbers in the West and Southwest, Mr. Haring presents the returned goods case from the standpoint of the harried wholesaler. The unfairness, the economic fallacy of the "returned-goods evil," from the manufacturer's standpoint has frequently been pointed out to readers of PRINTERS' INK. That there is another side to the picture, according to the opinion of many wholesalers, is something that has not been discussed. It is a matter, however, that demands careful thought from manufacturers, whose sales are bound to be affected, whether they hold to a strict policy regarding the return of goods or are inclined to accede to the insistence of their wholesale dealers.]

THROUGHOUT the West and Southwest, that empire between the Mississippi and the Rockies, some business customs differ from what prevails in the States lying to the East. Time was, and it was but two decades ago, that styles trailed a half-season behind those of the East, a fact which materially influenced jobbing methods, as well as sales policies. Thanks, however, to advertising, it is today known simultaneously throughout the country when there occurs a change of a few inches in the proper tightness of a woman's sleeve, when invention gives an improvement to the jaw of a plumber's pipe-wrench, or when a new pencil sharpener becomes the office-boy's toy. Distance has, in a word, been annihilated so far as concerns

styles. Coincidentally has ceased the former "dumping" of wares on the unsuspecting "backwoods country."

In the matter of quality of goods the country is one. Consequently variations in business practice become all the more striking. When, however, the opportunity comes to move about the country, especially among the jobbers, these divergences of business methods smite the observer too forcibly to be ignored. In particular there clings to business usage of the West and Southwest, and to a lesser extent of the South also, one survival of earlier habits of trading. It relates to the return of goods to the manufacturer.

In a general manner of speaking, the West and Southwest buys its manufactured goods from the territory "east of the river." The seller (living in the East) must, as everywhere, meet the requirements of the buyer (living in the West.) The buying centre is so rapidly shifting to the Southwest that manufacturers must, for their own good, recognize the peculiar conditions of the country wherein their product is marketed.

Of all the mental attitude wherein East differs from West, the most signal is their mutual attitude toward a sale of goods. Said a Kansas City jobber: "One thing we have to remember when we deal with Eastern factories is

that a sale is a sale. When we order goods from them we have *bought* something. There is no return of merchandise." To one who thinks Eastern thoughts, the depth of meaning to this remark is not apparent. With them, when a sale is made the latter is apt to be considered closed, except for the payment of the account.

Not so, however, in the West and Southwest. In that country, the making of a sale marks not the close, but, in one sense, merely the beginning of a process. It is a process, too, very hard to bring home to one who does not know that country intimately, for it is a part of the whole social structure where you can get an audience with the busiest and biggest man, but where you cannot get a quick answer. There is lacking that quickness of decision, that willingness to commit oneself unflinchingly to an undertaking. The Western business executive defers decision, giving at times almost the impression that he enjoys your repeated comings. This custom permeates merchandising, with the result that whether the purchase be of a hat, a tool, a piece of shop machinery, a musical instrument, a golf club or a nasal atomizer, the purchaser considers that as a matter of course the article may be returned to the merchant. Approach to men is so open, personal contact so close and the intimacy of first names so pliant that the purchaser has not the least qualm in carrying back his purchase, nor does he send it back by the delivery boy and thus side-step the embarrassment of facing the seller. This is not, be it noted, the familiar returning of "goods sent on approval" or "for inspection and examination" that prevails elsewhere. In the West and Southwest, as well as the South, the article is kept for a time, worn or used more often than not, and yet returned.

How the custom originated is hard to conceive. That it does exist is undeniable. Various motives undoubtedly come into play in this return of merchandise, running the entire gamut from

genuine dissatisfaction and disappointment with the article, through all shades of regret at extravagant expenditure, down to just plain tiring of the thing bought. Prettexts and excuses for return are innumerable, all summed up by a Dallas merchant in saying "we quickly see that all is nothing more than a cloak to get the goods back upon our shelves," or a Birmingham dealer (hardware) "the goods are brought in with the statement that they are not exactly the right size or with some other trumped up complaint, and the longer we talk the more we realize that the customer merely wants to return the goods. Everything we sell, in retail or wholesale trade alike, is subject to return or adjustment."

WHERE THE GUARANTEE TAG GOES

Quality manufacturers, with pride in their product, attach to each article some sort of guarantee. Red and orange and green tags, round and square and triangular in shape, are pasted or tied or wired upon the goods by the factory to guarantee quality and workmanship. Manufacturers' eyes would pop from their sockets if they were to enter the receiving rooms of jobbing houses and see the factory packages opened, not for inspection of the goods, but for removal of these guarantee tags. It happens, however, all the way from Duluth to Galveston. Not every jobber, by any manner of means does this, but with retailers it is seldom overlooked. "We are slow to guarantee goods, and it is not good for a store to be known as so doing," says a Lincoln, Nebr., dealer, in words that were repeated almost without variation at a dozen cities. Labels and tags to certify the maker's guarantee do not survive to the shelves of the retailer—to peel them off or snip them off is as much a part of unpacking as the removal of the wrapping paper.

"We have troubles enough replacing broken tools as it is," says one; while another complains: "If we should use the word 'guarantee' or permit the



E handle from two to eight accounts in each of these thirteen broad classifications of business:

ASSOCIATION ADVERTISING	DRUGS AND TOILET
AUTOMOTIVE AND FARM	PREPARATIONS
EQUIPMENT	TOURIST, COMMUNITY,
BANKS AND INVESTMENTS	REAL ESTATE
CIGARS AND TOBACCO	HOUSEHOLD PRODUCTS
CLOTHING AND TEXTILES	PETROLEUM PRODUCTS
CONFECTIONERY	PUBLIC UTILITIES
FOOD PRODUCTS	MISCELLANEOUS

In addition to our several departments, a separate group of individuals concentrates its efforts on each of these classes of similar, but non-competing, accounts.

Thus, our organization provides, on the one hand, a wide scope and diversity of experience and, on the other, a high degree of specialization.



THE H. K. McCANN COMPANY

Advertising

NEW YORK	CLEVELAND	CHICAGO	DENVER
SAN FRANCISCO	LOS ANGELES	TORONTO	MONTREAL

maker's 'guarantee label' to remain on the goods, they would come back for defects weeks and months after being sold." In trade, throughout this territory, guaranteeing of merchandise is pretty effectually confined to a certain type of cheap jewelry. Any merchant, whose guaranty has collectible value, is loath to warrant by specific statement. Goods are returned in altogether too great volume for comfort without adding a direct invitation to swell the stream. "To guarantee goods would amount to a continuing obligation to accept them back at will of the purchaser" is perhaps the best statement of the case of which my notes hold record, but a druggist avers that "if we let the guarantee tag go out people would bring back the handle of the brush and expect a new one."

Equipment that "is peddled," which expression, in the West, means partial-payment selling, is returned to the seller in expectation that all payments will be refunded, and not, as outlined in the contract, forfeited as rentals for use of the article. This expectation is, as a rule, justified, because full refund is forthcoming.

This arises from the chattel statutes of some of the States, their laws being quite unlike the rest of the country. The explanation lies back in the pioneer conditions of the first law-making of that country, an interesting phase of Western development but not possible to outline at this time. It suffices to bring to mind that such States as North Dakota or Oklahoma, Texas or Louisiana, in the matter of chattels are quite the extreme from Eastern laws. The contract-of-sale may be ever so carefully written, with the usual minute specifications to terrify the delinquent, but if brought into court the whole agreement is summarily declared to be illegal in that jurisdiction.

As an illustration, Louisiana has no chattel law except for standing timber and farm implements (and the courts have decided that automobiles are included in the definition given for farm imple-

ments). The laws of that State give no protection to the seller of a typewriter or adding machine, a radio set or a washing machine, a set of books or a fine coat. A typewriter, for example, put out on a "rental contract" may be seized by the landlord for unpaid office rent, and may be sold by him without reference to the dealer's lien (either verbal or written).

Is it any wonder, then, that return of merchandise prevails? Whenever payments lapse, or whenever the instalment buyer wearies of his bargain, refund of completed payments represents, often the least net loss to the merchant.

ADVERTISING HELPS MAKE SALES THAT REMAIN SALES

It is, in this matter of returned goods, illuminating to observe the consequences of advertising. Scores and hundreds of times have I put the question "Do advertised goods sell better than unadvertised?" and, so far as memory serves me, a negative reply has never been forthcoming. So monotonously uniform are the replies that the question is useless, save as a wedge for opening the subject of dealer experiences, whereupon, if time permits, a new world of suggestions sometimes breaks forth. Selections from note-book records of some of the comments that bear on return-of-goods practices may, therefore, not be amiss. Even when it is agreed that advertised goods sell better, it may still be of value to know whether they "stay sold."

With surprising bitterness came the following statement from the general manager of the Southwest division of one of the chain drug companies (at St. Louis):

"We are at the mercy of the fellow who advertises. Take any line you choose, it's always the same. We have no choice. We have our own brands, and these we push, but we dare not neglect to carry the others. In massage creams, we do all we can to favor sales of our own against the — cream, but we are never without it.

(Continued on page 170)

"The hardest part is to get inside the door!"

"IF a woman will once let me across the threshold, the chances are I can sell her," said the old-time agent. "The main thing is to find some way to get her to listen to my story."

The advertiser faces the same problem. He must find some way to get his message "across the threshold and to the attention of his prospective customers. When he places his advertising in publications he is depending upon those publications to win and hold the attention of his prospects while he "tells his story."

Every advertiser knows how much publications vary in their power to do this. Of two magazines of equal circulation, and the same type of circulation, one will often outpull the other many times over. The difference is one of *reader interest*.

There never was a time when reader interest was of such im-

portance to the advertiser as today. The great number of publications, the volume of advertising, the complexity of modern life, all make such demands upon the individual's time that it is increasingly difficult to win and hold his or her attention.

Consider, then, the unique opportunity that The American Needlewoman offers if you are selling to women. Here is a magazine that is NOT casually glanced through, hastily read and thrown aside. It is a magazine that the woman keeps before her *as she sews*. Stitch by stitch she follows its directions for making things. Her attention is *bull's-eyed* upon its pages—and upon YOUR advertising story.

The American Needlewoman gives you this undivided interest of 650,000 women—substantial home women who are representative "purchasing agents" for the greatest market in the world.

THE AMERICAN NEEDLEWOMAN

Read and used by 650,000 women

W. H. McCURDY, *Western Manager*
30 North Dearborn Street, Chicago, Ill.

W. F. HARING, *Advertising Manager*
Flatiron Building, New York

Advertising Gives Century Old Company Key to Wider Markets

Development of "Safedge" Glassware Lays Spectre of Saturation and Opens Up New Advertising Opportunity for The Libbey Glass Manufacturing Company after a Decade of Quiescence

ADVERTISERS whose memory runs back a decade or so will recall with little effort the rather formal, unbending copy which used to appear over the signature of The Libbey Glass Manufacturing Company of Toledo. At that time the company was approaching its hundredth birthday. Its advertising was that of a manufacturing organization with a dignified pride in knowing that the beautiful cut-glass pieces it produced were for the quality market alone.

People aspired to own a few pieces of Libbey glassware and when their incomes climbed sufficiently high they bought them. There was always plenty of consumer demand, but it was not an effective demand because of price barriers. The market seemed so obviously restricted that no advertising attempt was made to broaden it. On the contrary the company's advertising aimed at preserving an atmosphere of exclusiveness.

Then the spectre of saturation began to appear. In reality it was not saturation, but the results were just the same. Cut glass became the plaything of changing styles which began to hack vigorously at what once had been a satisfactory market. The Libbey advertising dwindled as the quality appeal spent its efforts on a market which had forgotten cut glass. Then it stopped while the word "Finis" was written to an almost perfect example of nineteenth century merchandising.

Temporarily, the company could see no opportunity to create a product of general popular acceptance that would immediately counterbalance the diminishing market in cut glass. However, the organization had for several

years been working upon a machine known as the Westlake Machine, which with almost human intelligence wrought into steel, was capable of blowing incandescent lamp bulbs at a rate that had never before been approximated.

ALWAYS LOOKING FOR A POPULAR-APPEAL PRODUCT

The company made rapid strides along these lines bearing in mind mass markets and the good-will which surrounded the Libbey name. Always it was striving for some popular product which was worthy to represent Libbey with its 106 years of experience, that it could bring before the public.

Recently through the discovery of what the company calls the "Safedge" process the opportunity to switch from a narrow to a broad gauge marketing basis arrived. The new edge, it was found, would not chip when subjected to impacts which ordinarily put glassware out of active service. In addition, a means of strengthening the walls of "Safedge" glasses by a special tempering process to withstand sudden changes from heat to cold without effect was developed. This eliminated "strains" in the glassware without sacrificing the attractive appearance that had always been a Libbey asset to strength. Here then was material to quicken the pulses of any advertising manager, the foundation of a broad program of advertising designed to swing open the doors of new and wider markets. Libbey transferred the bulb-making rights to the Westlake machine to a prominent electrical manufacturer and began to manufacture a complete line of tableware, glasses, goblets,

The Standard Oil Co. has produced a New "Anti-Knock Gas" termed Ethyl.

Certain newspaper solicitors can use this to their great advantage.

In Brooklyn, representatives of the Standard Union are taught to sell their own medium without trying to un-sell other mediums.

R. G. R. Harrison
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

and sherberts all with the "Saf-edge" protection. The lines run from the inexpensive types which can be sold through low-price chain stores to the highest quality of Libbey Crystal.

The new Libbey advertising, which begins early this month,

ceptance of this new development in glassware manufacture.

Turning aside from the mere news value of The Libbey Glass Manufacturing Company's resumption of advertising, there is a real fund of thought for other advertisers hemmed in by chang-

Now
Safedge



Protection
Libbey Crystal

with the Beaded Edge

The Libbey Glass Manufacturing Company, Inc., has announced that it has resumed its advertising campaign. The company, which was founded in 1888, is one of the largest and most successful glass manufacturers in the world. It has a long and distinguished record of service to the public, and its products are known throughout the world. The company's advertising campaign is one of the most comprehensive and effective ever conducted. It includes a large number of advertisements in the leading newspapers and magazines, and a series of lectures and demonstrations in the various cities. The company's products are of the highest quality, and its prices are reasonable. It is a pleasure to announce that the company is now advertising its products, and that it is confident that it will be able to secure a large and permanent market for its goods.

MADE IN THE U.S.A.



MADE IN THE U.S.A.



"SAFEDGE" GLASSWARE PROTECTED BY THE BEADED



EDGE IS MADE IN A COMPLETE LINE OF TABLEWARE

NEWS! THE "NOW" IMMEDIATELY REVEALS THE NEWS ANGLE—AN ANGLE THAT WILL BE WIDELY USED

will probably prove something of a shock to those who remember the company's copy of ten or twelve years ago. That is no more than natural in view of the company's new merchandising policy and the fact that it will be the biggest advertising undertaking in the company's long career. The program which has been laid out bears no more resemblance to the old, formal, reserved advertising than does the button-up-the-back automobile of twenty years ago to the 1924 product. Since the Libbey company has decided to eliminate price as a factor of primary importance in marketing the "Saf-edge" lines its copy addresses itself to markets which are as expansive as this country. Where the company was formerly content with selling to the few, it is now reaching out after the trade of millions with advertising. It is ready to spend years if necessary in establishing a widespread ac-

ing styles and restricted markets in Libbey's study of markets and marketing trends. New uses or slight changes may put the product which is today off the dealer's shelves back in active business. How many manufacturers of products are there whose narrowed fields might be widened by a little imagination and examination into the possibilities of selling to millions instead of thousands?

A little experimenting and trying out here and there and a brewer finds that he can make cheese, candies or raise mushrooms when the goal to be gained is a matter of remaining in business; a builder of office equipment learns that he is selling not furniture and files but a great business service. With all the straws in the wind indicating new and keener competition in the immediate future, the successful search for new possibilities is the means to that advertising pre-



" . . . and send this coupon to Library Bureau"

Selling 3000 products in every advertisement

SOME people knew Library Bureau as a manufacturer of filing cabinets. Some knew Library Bureau as a maker of filing supplies—some as a creator of filing systems.

But—few knew that Library Bureau manufactured over three thousand products for every business and every profession in the country. Few knew about the many unique services Library Bureau offers modern business.

In a Richards survey of the Library Bureau market we talked with Presidents—Office Managers—Purchasing Agents—File Operators. We analyzed buying motives. We studied the reasons for their buying habits. We learned their constant needs.

Then we made our advertising recommendations.

It wasn't "institutional advertising" in the ordinary sense

—but it sold the institution. It wasn't department store advertising—but it helped to sell three thousand products. A well designed coupon not only inspired action but advertised the Six Big Divisions of Library Bureau service.

THE RESULTS? A Branch Manager writes: "The advertising has placed us before the public as never before in a broad way."

A Department Head writes: "The advertising has made it easier for the salesmen to get interviews and easier for them to close business."

And in the words of a salesman: "The advertising has given me an entrée and has given my prospects a new idea of our national scope."

For the executive who is anxious to know how "Facts first" may be applied to his own business, we have prepared a book called "Business Research, the Foundation of Modern Marketing." Will you write for a copy on your business stationery? Joseph Richards Company, Inc., 247 Park Avenue, New York City.

RICHARDS "Facts first—then Advertising"

eminence which gets and holds the jump on markets.

For some time "Safedge" glassware will be news to both dealers and consumers, and from an advertising angle it is the intention of the Libbey company to treat it as such an event. Already broadsides have gone out to jobbers and dealers telling what "Safedge" is and what it will do in detail.

The Libbey company is putting the "Safedge" improvement on a complete line of tableware which will retail through the chain and syndicate stores as well as through the usual dealer channels. Hotels, clubs, soda fountains and restaurants form another great market to be reached through advertising and the ordinary agencies of manufacturer's and jobbers' salesmen. In merchandising an improvement in the field of household appliances and utensils, the Libbey company believes, no program is complete without provision for suitable demonstration of the product. With "Safedge" glassware this is simplified to the point where no corps of domestic science experts is necessary. Even the novice salesman making his first trip from the home offices can show the merits of a processed edge which will not chip under impact of careless handling and ordinary accidents.

Whether styles make advertising or advertising makes styles is always a moot point among merchandisers. Without attempting to settle that question it is interesting to observe the shift in policy of this centenarian among manufacturers who aims at putting its products in that safety zone where changing whims of fashion cannot affect sales. People will always prize thin, beautiful glassware such as the Libbey company has made for so many years whether or not cut glass remains in the class which society no longer approves. Glassware of this type is now brought within the reach of hundreds of millions by reason of the "Safedge" development and advertising, the company believes.

The steps which the Libbey

company has followed may contain some suggestion to other manufacturers whose products are threatened by the receding tide of style. Briefly sketched these have been as follows:

- (1) Realization of the strategic dangers and weaknesses of thin markets.
 - (a) Saturation points easily reached.
 - (b) Style always an unknown danger.
- (2) Search for production changes to lift a product into the mass field.
 - (a) New uses for old products.
 - (b) Improvements in old products.
- (3) Dealer distribution to millions instead of thousands through:
 - (a) Chain and syndicate stores.
 - (b) Jobbers and wholesalers.
 - (c) Distributors to clubs, hotels, etc.
- (4) Aggressive advertising to general public and distributors.
 - (a) The news value of production developments.
 - (b) Economy, health and beauty appeals.
 - (c) Age and reputation of the manufacturer.
 - (d) Easy identification of the new product.

American Safety Razor Net Income

The American Safety Razor Corporation, Brooklyn, N. Y., manufacturer of Ever-Ready and Gem safety razors, reports a net income of \$684,317 for 1923. This compares with \$680,720 in 1922 and \$154,618 in 1921.

With Chatham Agency

Herbert Sanford Waters has joined the Chatham Advertising Agency, New York, as advertising promotion manager. He was formerly with the Westinghouse Lamp Company at Philadelphia, as service manager.

Carpenter & Company, publishers' representatives of Chicago and New York, have been appointed national representatives of the Mattoon, Ill., Bulletin.

Who Buys Auto Tires?

—The newspaper which reaches the tire buyers—the automobile owners—of any community, reaches practically the entire buying population.

Of the 20 tire manufacturers who advertised in Milwaukee newspapers during 1923—the following 8 advertised *exclusively* in The Milwaukee Journal—

Fisk Tire

Miller Tire

Mason Tire

Penn Rubber Co.

Vacuum Cup Tires

Kokomo Rubber Co.

Odell Rubber Co.

Lancaster Tire

—and the following 12 used in all 14,883 lines *more* advertising in The Milwaukee Journal than in *both* other Milwaukee papers *combined*—

Corduroy Cords

Kelly-Springfield Tire

Cupples Tire

Latex Tire

Edison Tire

Firestone Tire

Federal Tire

Goodrich Tire

Goodyear Tire

Oldfield Tire

Racine Tire

U. S. Tire

Further proof that The Journal is the only advertising medium necessary to thoroughly cover the rich trading area of the Milwaukee-Wisconsin market.

**The Milwaukee
JOURNAL**
FIRST—by Merit

Buy it

The Chicago Sunday
Herald and Examiner
is the only newspaper
west of New York that
can place your selling
message before over
a million substantial
families in a single issue.

Chicago Herald a

NEW YORK: 1819 Broadway

by the Million

National Advertisers recognize that such a tremendous circulation in so vital a market cannot profitably be ignored.

"Buy it by the million"

and Examiner

SAN FRANCISCO: Monadnock Bldg.

Checking Sales from Advertising of Foodstuffs in Chicago

In the advertising of foodstuffs The Chicago Daily News leads all Chicago newspapers; but this leadership is most apparent in the grocery advertising of the "Loop" department stores—and of special significance in this connection because the department stores of Chicago are in an even better position than the national advertiser of food products to **know** from accurately checked results the best medium for food advertising in Chicago.

Here are the grocery lineage figures of the "Loop" department stores for the year 1923:

	AGATE LINES	COMPARISON AGATE LINES
The Daily News	128,192	128,192
The American	48,394	48,394
The Daily Tribune and Sunday Tribune Combined .	40,774	
The Journal	37,945	
The Daily Herald-Examiner and Sunday Herald-Examiner combined	23,521	
The Post	1,833	
The Daily News' excess over the next highest score		79,798

These figures express the findings of the Chicago department stores—a safe guide to the national advertiser who wishes to reach most effectively the Chicago market. It is an interesting fact, too, that the national advertisers of food products who have made the greatest success in Chicago are those who have followed the lead of the department stores and local merchants in Chicago and advertised most in

THE CHICAGO DAILY NEWS

First in Chicago

How to Deal with the "Me-Too" Advertising Solicitor

Ways to Prevent Dissipation of Advertising Appropriations in Haphazard Promotions

NEWARK, N. J., March 17, 1924.

Editor of PRINTERS' INK:

You have, within recent months, given us numerous articles on the various phases of what you fitly call "Advertising Hold-upitis."

There is one side of this parasitic tendency upon which you have thus far not touched; that is what the high-class specialty-shop manager has to put up with along these lines.

One day last week, I came across what looks to me like a very peculiar situation.

The place was a high-class men's shop—John Medcraft, 855 Broad Street—one of Newark's best. Mr. Medcraft told me that he does not advertise.

"We don't dare advertise!", he added.

That piqued our curiosity still more, with the result that we got this merchant to give this explanation.

"The reason we do not permit our name to appear in printed matter which might be taken for advertising is that the minute we do so we are swamped with requests from a mob of dear ladies to take space in this or that church or club bulletin, program, or what not. Expenditures for 'advertising' of this nature are really donations pure and simple.

"The fact that members of their respective families buy here, seems to some of them sufficient reason why we should invest a sum, in most cases many times the profit on their purchases, in a page of space in a medium of questionable advertising worth.

"If refused, they would not understand why we discriminate against them; their stand is: 'You advertise, therefore you should use our space, too.'

"We have found that the safest way to get around this problem is to hold to a hard-and-fast non-advertising policy. We realize that advertising of the legitimate sort would be of great benefit to us, but rather than dole out the greater portion of our appropriation to every kindly soul who asks for her share, we prefer to hide behind the mask of 'We do not advertise'—and we stick to it!"

This condition is by no means an isolated case. There are many dealers in this city who would do considerable advertising—"If they dared!"

Can you throw any light on this situation as it exists in other cities, and how it has been overcome?

IT is true that every concern that advertises makes itself the mecca of every space salesman, but we do not believe that very many business organizations refuse to do any advertising for that reason alone. To be sure

there are some, as our correspondent points out, but a business man who refuses to advertise solely because his advertisement may cause him the trouble of getting rid of a few solicitors must be a descendant of that legendary forebear who cut off his nose to spite his face.

PRINTERS' INK has often deplored the presence of Me-Too salesmen in the advertising business. These fellows make up their calling lists from the advertisers in competitive mediums. Their only solicitation, in effect, is, "I see you are advertising in so-and-so. Why can't we get some of your money?" This kind of selling would soon kill itself if it were ineffective. But the worst of it is that Me-Too selling brings enough results to keep it alive, simply because there are always some advertisers willing to take space in order to placate the solicitor or the persons whom he represents. Keeping the different mediums satisfied is their distorted conception of advertising.

Of course the advertiser who really believes in advertising and who understands how it works, does not allow his appropriation to be dissipated in any such haphazard fashion. He advertises in those mediums, whose rates, circulations and the markets they reach, most nearly approximate what he wishes to accomplish. He does not worry about the feelings of the mediums that are left off his list. He simply tells them that they did not fit into his present campaign.

The Me-Too salesmen operate more extensively in the retail field than they do in the manufacturing field. Many of these objectionable solicitors that Mr. Medcraft describes, are selling space in mediums that have been launched especially as a means of

raising money. They are promotion propositions pure and simple. The average retailer is hounded to death with solicitors representing schemes of this sort. It is true that they use the patronage argument when they ask a merchant to advertise in the promotion sheet. He is solicited on the strength of the patronage which he is receiving from the family and friends of the solicitor or from the members of the organization in whose behalf the promotion is being done. This is a most difficult argument for a retailer to combat. He does not wish to antagonize a customer, even though the amount of money which the so-called advertisement would cost may be worth several times the profit in the solicitor's patronage for an entire year.

Advertisers are getting around this difficulty in various ways. The customary comeback to the patronage argument is to tell the solicitor that it is the policy of the concern to advertise only in established, generally recognized mediums. To make this all the stronger, in many localities it is now the practice to refer such solicitors to the secretary of an association to which the advertiser belongs. No medium will be used by the advertiser unless it is approved by the secretary of the association, and of course he approves of none but recognized mediums. This plan works most effectively and has come into wide use.

Only the other day the New York Hotelmen's Association adopted a resolution that hereafter they would advertise in no medium that did not have the endorsement of the association as being legitimate.

Advertisers, including manufacturers, sometimes find it necessary to advertise in these promotion sheets for reasons of policy. When they do this they find it advisable not to allow their names to be used in the space that they select. They simply mark it "donated by a friend." This prevents the record of a donator of the cost of space from being used by

the promoters of similar propositions. There are many other ways of getting around the sophistry of the Me-Too solicitor, but those we have described will suffice for all ordinary purposes. — [Ed. PRINTERS' INK.]

General Motors Sales and Income Increase

The General Motors Corporation, Detroit, for the year 1923, reports net sales of \$698,038,947, as compared with \$463,706,733 for 1922; \$304,487,243 for 1921, and \$567,320,603 for 1920. The net income shown after depreciation, Federal taxes and other charges, is \$62,386,899 for last year. This compares with \$51,807,448 for 1922; a loss of \$38,679,793 for 1921, and a net income of \$37,883,521 for 1920.

Included in the net income is only that proportion of the profits of the Fisher Body Corporation and the General Motors Acceptance Corporation as was received in the form of cash dividends. Good-will, patents, etc., of the company are valued at \$22,440,811.

Denmark Plans Advertising Exhibit in April

Denmark will hold an advertising exhibit from April 5 to 22 in Copenhagen, according to reports received from the acting commercial attache of the United States Department of Commerce in that city. The organizations which are promoting the exposition are: The Danish Industrial Association, Association of Art Trades, Danish Lithographers Association, the Association of Danish Advertising Agencies and the Danish Designers' Union.

Zenas W. Carter Joins The Erickson Company

Zenas W. Carter has joined The Erickson Company, New York advertising agency. For the last two and one-half years, Mr. Carter has been engaged in bus promotion work for The White Company, Cleveland, and was formerly in promotion work for the Material Handling Machinery Manufacturers Association.

Ben Franklin Publishing Company Sold

Charles C. Walden, Jr. and Stanton Mott, both of New York, have purchased the Ben Franklin Publishing Company from the Poultry Tribune Company, Mount Morris, Ill.

Salad Dressing Account for Mason Warner

Tildesley & Company, Chicago producer of Yacht Club salad dressing, has placed its advertising account with the Mason Warner Company, advertising agency of that city.

When a Changing Market Puts Life into the Dormant Product

How the Beaver Products Company Has Doubled the Replies to Its Advertising by Capitalizing on a New Tendency

THE Beaver Products Company recently ran a full-page advertisement which brought nearly double the number of replies received from any other piece of copy inserted during the last four or five years.

The record is directly traceable to the fact that the company perceived a decided tendency in its field and translated it into a merchandising opportunity.

All markets are continually changing. Occasionally, the changes occur with great rapidity. At other times they come more slowly. Apart, though, from the speed with which these trends move, they usually offer merchandising advantages to the company sufficiently alert to learn the direction of the tide and to swim with it. This is particularly true at the present time in the building field. During the last several years there have been radical changes in the architecture of residential buildings. Each one of these new basic ideas in architecture has created a profitable market for some manufacturer.

For example, there has been a distinct movement of late to modernize kitchens and bathrooms. Everyone seems to want these rooms to be finished in a sanitary white enameled effect. The manufacturers of kitchen ranges have felt the reaction from this demand. They report that the bulk of their business is now on white enameled ranges. The same is true in the kitchen cabinet field. In fact, almost every product that goes into the kitchen or bathroom finds a more receptive market if it is furnished in white enamel.

For a number of years The Beaver Products Company has had on the market, Beaver Tile Board. The Tile Board had never been pushed to any great extent. Some months ago, how-

ever, the relation between the demand for white kitchens and bathrooms, and Beaver Tile Board was realized. Plans were laid immediately to hook-up the two in such a way that energetic life would be injected into what was a rather dormant product.

Beaver Tile Board is applied directly to studding or over old walls. Deep markings on the board give the tile effect and a coat of enamel supplies the glistening white surface of tile. Beaver Tile Board can be quickly and cheaply applied.

There are two markets for the products of the Beaver company. One market consists of the hundreds of thousands of homes which are remodeled annually. The other market is found in the new residential and other buildings. Advertising is to be used to develop both markets.

Beaver Tile Board has already been featured in the full-page advertisement already referred to. This is being followed up with architects, contractors and dealers through the company's force of salesmen. An attractive sample and folder is also being supplied to dealers for distribution to their customers. In addition, the company plans to give Beaver Tile Board considerable prominence in its dealer house magazine.

As already mentioned, the first national advertisement doubled the average number of inquiries, which the company had been receiving from insertions in national mediums.

"We feel this is a striking illustration of the public's interest in this material," writes R. F. Burley, advertising manager. It is also striking evidence of the advantages that may be obtained by endeavoring to sense national trends and then advertising to capitalize on them.

George W. Hopkins Associated with Charles W. Hoyt Agency

George W. Hopkins has become vice-president and director of the Charles W. Hoyt Company, Inc., New York advertising agency. He will be in charge of the department of sales plans and a member of the plan board.

Mr. Hopkins previously had been vice-president and a member of the board of directors of both the Columbia Graphophone Company and its successor, the Columbia Phonograph Company. During his association of six years with the Columbia Graphophone Company Mr. Hopkins was general sales and advertising manager of the Dictaphone Company.

At one time Mr. Hopkins was vice-president and general sales and advertising manager of the American Chicle Company. He also formerly had been general manager of the Johnson Educator Food Company, leaving to join the Loose-Wiles Biscuit Company as specialty manager, later becoming vice-president and general sales and advertising manager.

Foote & Morgan, Inc., New Advertising Business

Ralph Footé and G. Kenneth Morgan have formed an advertising business at New York under the name of Footé & Morgan, Inc. Mr. Footé formerly was advertising manager of the Lever Brothers Company, Cambridge, Mass., manufacturer of Lux, Lifebuoy, Rinso, and other soaps and powders. More recently he has been with Frank Seaman, Inc., New York advertising agency. Mr. Morgan for a number of years had been with the Thos. Cusack Company. More recently he has been manager of the New York office of The Chambers Agency, Inc., New Orleans, of which he was vice-president.

Insurance Association to Advertise to Lumber Industry

The Lumber Mutuals, an association of mutual fire insurance companies located in Boston, Philadelphia, Indianapolis, Mansfield, Ohio, and Van Wert, Ohio, has placed its advertising account with The Field Advertising Service, Indianapolis advertising agency. Direct mail, lumber trade publications and woodworking publications will be used in a campaign for this account.

Philadelphia Agencies Consolidated

The advertising business of the Herbert M. Morris Advertising Agency, Philadelphia, has been consolidated with the Tracy-Parry Company, Inc., advertising agency, of that city. The accounts which have been directed by the former agency will be handled by the Tracy-Parry company, with which Herbert M. Morris has become associated.

O. D. Street with Thomas F. Logan

O. D. Street, formerly vice-president and executive head of the electrical and transportation papers of the McGraw-Hill Company, New York, is now associated with Thomas F. Logan, Inc., New York advertising agency, as director of distribution. Mr. Street was at one time general manager of distribution of the Western Electric Company at New York, and was connected with that company for twenty-two years.

Stewart Motor Account for Walz-Weinstock

The Stewart Motor Corporation, Buffalo, has placed its advertising account with Walz-Weinstock, Inc., advertising agency of that city. This company is now conducting an advertising campaign on Stewart motor trucks in newspapers and automotive business papers. An advertising campaign in magazines is planned.

Critchfield Agency to Direct a Ford Campaign

The Ford Motor Company, Detroit, has appointed Critchfield & Company, Chicago advertising agency, to handle a special advertising campaign. This advertising will be in addition to the present campaign now being directed by McKinney, Marsh & Cushing, Inc., Detroit advertising agency.

Ray W. Sherman Joins "Motor"

Ray W. Sherman has joined *Motor*, New York, as editor-in-chief. Mr. Sherman was formerly business counsel of the Class Journal Company, of that city. He was at one time in charge of the merchandising department of the Automotive Equipment Association.

George Utassy Buys "Smart Set"

Smart Set, New York, has been bought by the Magus Magazine Corporation, a new publishing company which has been formed at New York. George Utassy, who has been with the Hearst Corporation, is president.

Allen Montague with Baker-Dennis, Inc., in Chicago

Allen Montague has joined the Chicago office of Baker-Dennis, Inc., publishers' representative. He was at one time with the Chicago office of "Pierce's Farm Weeklies."

With "Ladies' Home Journal"

Ralph C. Ackerman and Robert F. Miller have joined the Boston office of the Curtis Publishing Company. They will represent the *Ladies' Home Journal*.

Philadelphia

has half a million Radio Buyers

If you want to tell "nearly everybody" in and around Philadelphia about your Radio specialties or sets, put your advertisement in the newspaper "nearly everybody" reads—The Bulletin.

Philadelphia is the third largest market for Radio in the United States, and nearly all of the five hundred thousand families in and around Philadelphia may be reached through The Bulletin.

Most every family is interested in Radio, and depends on The Bulletin to keep it posted on the Daily Broadcast Programs and all the new things in Radio.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—

505,035 copies a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in the United States.

NEW YORK

814 Park-Lexington
Building
(46th & Park Ave.)

DETROIT

C. L. Weaver
Verree & Conklin, Inc. 135 Pall Mall, S. W. 1
117 Lafayette Blvd.

LONDON

Mortimer Bryans

CHICAGO

Verree & Conklin, Inc.
28 East Jackson
Boulevard

SAN FRANCISCO

Harry J. Wittschen
Verree & Conklin, Inc. 5
681 Market St.

PARIS

Ray A. Washburn
5 rue Lamartine (9)

Announcing



SPENCER, IND.

Farm Life

Another Salesman

Farm Life has increased its sales force by the addition of Printers' Ink to its regular sales staff.

Every week for at least a year this spread will be used to tell you some Real Facts about the bigger and better Farm Life.

You will be told why the circulation of this truly national farm paper has grown to more than a million, how the publication has doubled and trebled its advertising, outgrown its publishing plant, and become an enormous power in the agricultural field.

Any Farm Life Representative will tell you the details of this story or we will gladly mail you our monthly bulletin.

FARM LIFE PUBLISHING CO.

Wm. M. Taylor, Advertising Manager,

SPENCER, INDIANA

The James M. Riddle Co. Advertising Representatives
New York Chicago Detroit Atlanta St. Louis
Kansas City San Francisco

SPENCER, IND.
FarmLife

Editorial Content equals reader-interest

The high quality of the *Oklahoma Farmer-Stockman* editorial content is proved by the prominent writers and agriculturists who are its editors and associate editors. For example:

Carl Williams, Editor, a national figure in co-operative marketing, and specialist in soil tillage, farm finance and agricultural organization work.

Clarence Roberts, Associate Editor, specialist in soil fertility, dairying and livestock.

Clyde W. Mullen, Associate Editor, specialist in grains, grasses, plant diseases, and insect pests.

Mabel Bates Williams, Associate Editor, specialist in home economics, gardening and home beautification, and social and farm women's club life.

I. W. Dickerson, Contributing Editor, specialist in farm engineering.

T. S. Townsley, Contributing Editor, specialist in poultry husbandry.

John P. Connors, Contributing Editor. His POOR LÜ articles are one of the valuable features of OFS.

William J. Green, Contributing Editor, who writes on the problems of grain farming.

Robert Rea, Contributing Editor, covers western Oklahoma for fact-stories on the how and why of successful farm practice.

W. P. Camp, Contributing Editor, student and writer on farm problems of eastern Oklahoma.

John Wesley Holland, Contributing Editor, who translates deep religious feeling into the problems of everyday farm life.

Gilbert Guster, Contributing Editor, who is business and market analyst for the *Oklahoma Farmer-Stockman*.

Each one of the above-mentioned experts is a born-and-reared farmer, and each one who is not living today on the farm is in close personal touch with farm affairs. Each member of the editorial staff of OFS has done and can do the things about which he writes. There is no swivel-chair editorial matter in the columns of the *Oklahoma-Farmer-Stockman*.

Thus in the high quality of the editorial content of OFS is found the reason why reader-interest and reader-confidence are intense and sustained. It follows, naturally, that OFS readers are essentially of a substantial, successful type.

Editorial content, reader-interest and reader-confidence, and emphatically worthwhile readers—that is a combination that means unusual returns for advertisers in the *Oklahoma Farmer-Stockman*.

**THE OKLAHOMA
FARMER-STOCKMAN**
CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Congress Is Watching the Use of Radio Broadcasting for Advertising

Answers to Questions Put to Senators and Representatives Indicate That Government Will Regulate Use of Radio Broadcasting for Advertising Purposes

CONGRESS is watching the development of the radio. There are many signs that indicate that there will be Governmental regulation of radio broadcasting.

Members of the Senate and the House of Representatives are looking at this subject from two viewpoints: First, that the radio is of supreme importance to the Government in time of war or other emergency. Second, that the people of this country, who have invested many millions in radio receiving sets for the purpose of being entertained, shall not be imposed upon by broadcast advertising.

PRINTERS' INK submitted two questions to Senators and members of the House of Representatives: (1) Should radio broadcasting of advertising be permitted? and (2) If it is permitted should not advertising talks that are broadcast be announced as paid advertisements?

From answers to these questions PRINTERS' INK can report that if the use of radio for advertising is not altogether prohibited by Congress, there will at least be strict regulation of the manner in which the radio can be used for advertising purposes.

The most important part of such regulation will be the elimination of unfair competition between the radio and certain other long recognized and approved advertising mediums; periodicals and newspapers.

At the present time Station WEAf, the American Telephone & Telegraph Company, in selling advertising at the rate of \$100 for ten minutes, calls such advertising indirect advertising. Such indirect advertising, as even an official of the American Telephone and

Telegraph Company has been reported to have said, corresponds with paid "reading notices" of newspapers or periodicals. The Government requires newspapers and periodicals to label such reading notices "advertising." It is here that the unfair competition comes in, in the minds of certain Senators and members of the House of Representatives.

Senator Capper has already recorded his views on this subject in PRINTERS' INK. "It seems almost superfluous," he said in PRINTERS' INK of March 13, "to comment on the obviously demoralizing and deceptive practice of broadcasting disguised indirect advertising for which the station has received a fee. For some years now it has been illegal for a newspaper or magazine to publish anything in paid-for space without indicating unmistakably that the matter is paid advertising. The laws were passed because the practice of disguising advertising as 'reading notices' or news matter was considered an imposition on the public and a deception. And the broadcasting of paid-for indirect advertising, without a clear statement of the fact at the beginning of every message, that the speaker has paid for the privilege of broadcasting, is no less a deception and an imposition so far as the public is concerned."

Since the time the foregoing statement was obtained in a special interview with Senator Capper at Washington, PRINTERS' INK has heard from a number of other Senators and members of the House of Representatives, whose opinions indicate that such regulation as PRINTERS' INK has already forecast, will be taken.

Senator Copeland of New York,

after considering the questions, said that he feels that most users of radio would resent having advertising matter foisted upon them through instruments they have purchased for the purposes of entertainment and education.

"The old expression, 'Free as air,' no longer is apt," he said. "The air is, as the lawyers say, 'affected with a public interest,' as indeed perhaps it always has been. Pollution of the air to the detriment of the health or comfort of the people has always been condemned. But, aside from legal considerations which I do not wish, at present, to enter upon, I feel that a great wrong would be done to those who now derive so much entertainment and instruction from the radio if the air were to be filled with advertising talk.

"While advertising," he continued, "may quite properly be said to be a form of instruction and, in many cases, is decidedly entertaining, people like to take it voluntarily and would not care to have it thrust upon them with the alternative of discontinuing the use of their radio instruments." In conclusion he asked two questions:

"Is it not clear that anything which discourages the use of the radio directly retards its development? And is it not of momentous importance to the world that science should be encouraged to continue the development of this instrument of communication?"

A personal viewpoint on PRINTERS' INK's question was obtained from Senator Couzens of Michigan. "I had a radio for a short while," he said, "but the service we got from it became so monotonous that I took it out. I haven't the slightest idea what the people will do if they are going to have advertising pumped into their ears over the radio at all times. This is my personal viewpoint."

Congressman Patterson of New Jersey stated that it was his belief that the Government would have to regulate the radio broadcasting, and in so doing it would move with a certain slowness in

order carefully to determine just what is best for all concerned.

Another Congressman, Emanuel Celler of New York, has informed PRINTERS' INK that it is his intention to press for the Government's regulation of radio broadcasting. He sets forth the fact that such is his intention in the following statement: "I intend to press legislation doing away with this menace which is the result of radio monopoly growing out of ownership of patents. The owners of these patents must realize that the monopoly they cause must give way to a higher right, the right of the people to share equally the advantages of wireless telephony and the God-given ether."

Shortly after making the foregoing statement to PRINTERS' INK, in a special despatch to a New York newspaper Congressman Celler said: "The time has now arrived when a check-up must be had on radio activities. It has often been said that nothing is as free as the air. Under that assumption, the radio industry has been entirely untrammelled to a remarkable degree. But few laws or regulations concerning the development of the radio industry have been devised or promulgated. This has been of immeasurable benefit to the industry and has been one of the causes of its remarkable growth.

"Nevertheless the time has now arrived when legislative steps must be taken to check certain unnatural growths and to scotch certain abuses. For example, various attempts are being made to commercialize and corrupt broadcasting. Nothing will more destroy the efficacy of radio.

"Many broadcasting stations have duplicated paid-for propaganda and advertising. This is being done in a most deceptive manner.

"It is illegal for newspapers and magazines to publish advertisements without letting their readers know that the matter is paid for and is advertising. The law was adopted to avoid public imposition and deception. Broadcasting of paid-for or indirect advertising, without a statement that

The George L. Dyer Company

42' Broadway, New York

76 W. Monroe St., Chicago

The Planters' Bldg., St. Louis



**Newspaper
Magazine
and Street Car
Advertising**

**Publicity and
Merchandising Counsel**

the matter broadcast has been paid for, is no less deceptive and an imposition. Those of you who are familiar with radio activities or are radio fans have often recognized this scheme of deceptive advertising. If I may be permitted to burlesque the situation in a friendly way, some of the examples of this indirect advertising are as follows:

"This is BLAA, broadcasting station of the Jumbo Peanut Company at Newark, N. J. You will now have the pleasure of listening to the "Walk Up One Flight Clothing Company's" orchestra. Their first number will be "You Don't Wear Them Out if You Don't Sit Down." Should anyone of our radio fans desire to communicate with the "Walk Up One Flight Clothing Company's" orchestra they can do so by communicating with BLAA station, etc."

"The radio is playing an increasingly important part in our public life. It is of inestimable value to the Army, Navy, Department of Agriculture, Weather Bureau, and the Department of Commerce. Then, of course, the radio is of tremendous value for educational and amusement purposes. We lead the world with our volume of radio manufacturing activity, but unless suitable measures are passed to steer it into the proper channels, we will, indeed, run amuck.

"There is a bill now before Congress to control radio broadcasting activities, giving power to the Secretary of Commerce to define and publish legitimate uses of radio and control of new uses. I am in favor of this bill and shall labor for its passage."

The chairman of the committee on rules of the House of Representatives, Bertrand H. Snell, when asked for his opinion, replied saying that the questions raised by PRINTERS' INK were worthy of consideration, and that inasmuch as there is a radio bill being formed at the present time, he would present PRINTERS' INK's questions to the chairman of the committee in charge of that bill.

Opposition to the use of radio broadcasting for advertising is voiced by Representative McLeod of Michigan. "I am at the present time opposed to the use of radio for advertising," he says.

Senator Sheppard of Texas and Congressman Sproul of Illinois and Stengle of New York, are all of the opinion that there should be Government regulation of radio broadcasting. The strictest regulation should be exercised over radio advertising, in the opinion of Senator Sheppard. Congressman Sproul makes his statement on the case in these words: "I am one of those old-fashioned persons who has not adopted the radio for advertising purposes, and probably never will. Printers' ink is good enough for me. Of course, wrong practices will probably grow out of the use of the radio and they will have to be curbed by law. I believe there should be proper regulation of the radio." It is the opinion of Congressman Stengle that the present is the opportune time for Government action on the entire subject.

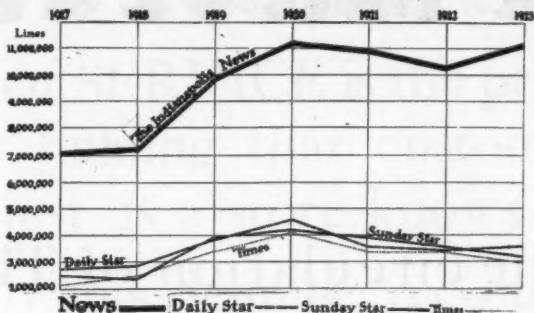
Senator Pepper has said, according to Congressman Graham of Pennsylvania, "that any attempt to take undue advantage of the public good-will toward radio, or to mislead or deceive the public to any extent, would call for prompt and drastic legislation." This statement by Senator Pepper, Congressman Graham says, represents his present position on the subject.

From the answer made by Congressman Williamson of South Dakota, it is apparent that he has given, in times past, much attention and thought to the entire subject of advertising. It is his contention that the present use of the radio for disguised advertising works a hardship to all advertising, and undermines all of the work that has been done to make advertising honest.

"Under no circumstances," he continued, "should advertising be done in the guise of news or programs for entertainment. Adver-

(Continued on page 33)

LOCAL ADVERTISING LINEAGE



Local Advertisers Know

LOCAL Indianapolis advertisers don't get their knowledge of Indianapolis newspapers from the statistical services nor from a rate card.

They KNOW the local newspapers. The Indianapolis News is an intimate and personal part of their daily lives, an important factor in their success. It is bread and butter to them. They know where and how to get the biggest return in sales for every dollar invested in advertising.

Local advertisers bought 11,008,749 lines* of advertising in the six issues per week of The News last year—at the highest rate in the city. Note their overwhelming preference for The News in the chart above. Local advertisers KNOW the value of The News. Follow their example. Use The News.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
Dan A. Carroll
110 East 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

*During 1923 careful censorship of Indianapolis News advertising eliminated a potential volume of 669,336 agate lines, most of which was accepted by other local papers. During the past ten years potential revenue from available censored advertising has amounted to more than one million dollars.

A Matter

The circulation of The Sunpapers is as definite as a microscopic examination.

Most of The Sunpapers go home because there is an organization of men whose business it is to see that they *get* home--rain or shine. That organization is The Sun Route Owners Association. Its members are business men. To them a Sun subscriber is a customer. They know

of Record

that SERVICE is the price of holding that customer --just as a store knows it.

To this definite, recorded circulation, you can attribute the splendid results advertisers get out of The Sunpapers.

March Average Net Paid Circulation:

Daily (M & E) 247,387

Sunday - - - 179,873

A Gain of 12,311 Daily and 14,237
Sunday over March, 1923

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowery Bank Building, New York

GUY S. OSBORN
Union Trust Building, Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"



In the Money Belt

INDIANA shows per capita wealth of \$2,942. This point of affluence is maintained by widely diversified industries and rich farm lands. Indianapolis and its tributary zone hold substantial rewards for consistent cultivation. For urban and rural coverage choose the morning newspaper.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

THE STAR is preferred in Indiana for financial advertising.

THE INDIANAPOLIS STAR

Kelly-Smith Co.
Marbridge Bldg., New York
Lytton Bldg., Chicago

Foreign Representatives
Gravure Service Corp.
25 West 47th St., New York

R. J. Bidwell Co.
742 Market St., San Francisco
Times Bldg., Los Angeles

tising should appear for what it is in fact so that responsibility can be traced. This much is due the public as a matter of common honesty. It has taken years of struggle to place advertising on its present high plane and this standard should be maintained."

The bill that is now before the House of Representatives is known as the White Bill. Doubtless this is the bill that Congressman Snell, who is quoted above, had in mind when he said he referred our questions to the chairman of the committee having charge of the forming of a bill on radio regulation. This particular bill would give the Department of Commerce certain regulatory power over radio broadcasting. An explanation of the bill was given in a report of a special interview, made at Washington by a PRINTERS' INK representative, with Secretary Hoover, in PRINTERS' INK of March 20.

The Senate also has been giving consideration to a radio bill. Last week the Committee on Interstate Commerce of the Senate promptly and favorably reported Senate Bill 2930, "Reaffirming the use of the ether radio communication or otherwise to be the inalienable possession of the Nation, and for other purposes." This bill was introduced on March 11 by Senator Howell, of Nebraska, and, from a legislative viewpoint, it covers one of the most important phases of the subject.

Last Friday, in commenting on the bill to a PRINTERS' INK representative, Senator Howell said that, under existing and other proposed laws, he thought that there was grave danger of monopoly, and that there has been an undercurrent of suspicion during many discussions of the subject that vested rights might be claimed at some future time and eventually established by individuals or corporations.

"The White Bill," he continued, "stipulates that there shall be no vested rights; but you can readily see that the claim of ownership could be set up by proof of prior use on the supposition that vested rights existed before the passage

of the bill. This might be established on the basis of the use of certain wave lengths, station codes, patents and several other factors, and it would tend to favor the use of radio for direct advertising and other objectionable purposes. So I thought that legislation was necessary which would make monopoly of any kind impossible."

Senator Howell's bill declares that the ether and its use for the transmission of signals, words, energy and other purposes, within the territorial jurisdiction of the United States, is reaffirmed to be the inalienable possession of the people of the United States and their Government, but that privileges to enjoy such may be granted as provided by law for terms of not to exceed two years. The second section of the bill makes provision for war or other national emergency, and the third section reads as follows:

"All such licenses heretofore granted by authority of Congress shall terminate within two years (if not sooner under the terms thereof) from the date of the approval hereof, and no such license shall be renewed, or any additional license granted, except upon the filing with the Secretary of Commerce of an application by such licensee or applicant, executed under oath, setting forth in the form prescribed by the Secretary of Commerce, that the claims of such licensee or applicant to the use of the ether are in consonance with and limited to the recitations and provisions of this Act."

Undoubtedly, this bill, when passed, will prevent monopoly, and with the ownership by the people and the Government of the ether established by law for all time, Senator Howell is of the opinion that the evils that now threaten radio will eliminate themselves.

"It has been definitely established," he explained, "that direct advertising by means of the radio will not pay. The people do not want it, and the public will be the final judge as to what kind of material shall be broadcast. However, attempts to introduce paid-for advertising, although they

will eventually fail, may be demoralizing and dangerous, and if the Department of Commerce is consistent, its officials will prevent any attempts of the kind.

"The practice of the broadcasters in allowing paid-for 'reading notices' to be sent out is an imposition on the public unless the paid-for talks are plainly announced as such. There is no question about it. Disguised commercial propaganda of the kind may be profitable for a time; but it will undoubtedly become a nuisance and eventually discredit the entire radio industry. I am not favorable to any kind of paid-for advertising by radio, and if it becomes a nuisance the matter will certainly receive my attention."

Senator Howell then said that not only Americans, but the people of foreign countries seem to resent every attempt to force advertising of any kind on their attention. In 1921, as chairman of the National Radio Service Commission, he went to Europe to investigate the development of radio, and found that it had been demonstrated in Europe, even at that time, that radio could not be successfully used as a medium of commercial advertising.

"One of the most impressive failures of the kind," he continued, "was the attempt of the telephone company of Budapest to broadcast paid-for advertising. To popularize its telephone service, the company inaugurated the broadcasting over its wires of programs consisting of news items and entertainment features at certain hours of the day. This did not interfere with the regular telephone service, and the programs became very popular until the company decided to change an expense into a profit by introducing advertising."

"Many different methods were used to get the advertising across, and finally the announcements were boiled down to simple phrases like 'Go to Smith's for shirts'; but the complaints were many and frequent, and they continued as long as the advertise-

ments were included in the programs. And not only did the advertising fail, but it so discredited the service that the company soon found that the public had lost interest in the entire proposition."

J. H. Newmark Forms Own Agency at New York

J. H. Newmark, for more than fifteen years associated with the Durant and General Motors interests, has formed an advertising agency business under the name of J. H. Newmark, Inc. The offices of the agency will be located at New York.

Mr. Newmark formerly was advertising manager of the Olds Motor Works, Lansing, Oakland Motor Car Company, Pontiac, and the Chevrolet Motor Company, at New York. He also has been a member of the advisory board of the General Motors Corporation, at Detroit. More recently Mr. Newmark has been advertising manager of Durant Motors, Inc. He will continue to direct the sales promotion and advertising activities of Durant enterprises through his agency.

The following accounts will be directed by the Newmark agency: Durant Motors, Inc., Durant Motor Company of Michigan, Durant Motor Company of New Jersey, Locomobile Company of America, Flint Motor Company, New Process Gear Company, Warner Corporation, Adams Axle Company, American Plate Glass Corporation, Mason Motor Truck Company, The Durant Corporation, Haynes-Hunt Corporation and the Precision Chain Company.

The French That Is Spoken in Canada

In addressing the French-Canadian market, advertisers should avoid "Toronto" French in their copy. This was the advice given by C. Holmes of Montreal in a recent address before the Publicity Association of that city. Furthermore, Canadian French was recommended in preference to Parisian French.

"It is generally recognized," said Mr. Holmes, "that French-Canadians speak a purer French than do the Parisian boulevardiers. Their French may be somewhat archaic, because the language they learn at their mother's knee, or in the schools of their native province, is closer to the French spoken during '*le grand siècle*' of Louis XIV, than the French spoken in France today, since in this province the French language in its pristine purity is still spoken, whereas in France today among the masses at least they speak a 'slanguage' rather than a language. In the minds of some individuals, French-Canadians speak a jargon, a mere mixture of Indian and French words. Needless to say, this opinion is absolutely erroneous."

STATIONERY



OUR advertising in Vogue is the most effective we have ever used. It has been a material factor in making possible a substantial increase in the total volume of our business, as well as in increasing the number of desirable outlets.

The influence of Vogue on the better class of merchants is surprisingly strong. A check of our sales discloses the fact that sales of items listed in a single color page exceeded ten times the cost of the space. (Signed)

Whiting & Cook, Inc.

VOGUE

One of the Condé Nast Group

New Process— Quantity Production —Advertising

This Is the Explanation of a Widespread Advertising Campaign on Argonne and Ironclad Rugs Now Being Conducted by C. H. Masland & Sons, Inc., of Philadelphia

A MANUFACTURER who has got along for nearly forty years without consumer advertising, building up in that time through an outside sales agency a distribution reaching into centres of 10,000 population and up and carrying his name on his entire output, is not generally found "pioneering" on his first entrance into the national advertising field. That, however, is to a great extent the position occupied today by C. H. Masland & Sons, Inc., of Philadelphia, weavers of rugs and carpets since 1886. Back of it is an interesting story of how consumer advertising may become absolutely essential to the utilization of a new process making possible a vast increase in quantity production.

The Masland lines have been and are still handled exclusively by W. & J. Sloane, selling agents, of New York. The company has been a more or less consistent advertiser to the trade, in conjunction with its selling agency, but has never done any consumer advertising. Its products are so well known that local dealers frequently advertise them by name. This, however, has been done strictly on the initiative of the dealers.

This company's first consumer campaign was started with full-page color advertisements in three of the March women's periodicals, and will be continued every month for an indefinite period. It will be devoted exclusively to advertising the first trade-marked Masland Products—Argonne and Ironclad rugs. The whole effort will be to introduce a quality idea into the

lower price field. Both rugs are manufactured under a process by which the design is dyed into the rug after the entire fabric has been woven.

The process has worked out for quantity production methods far beyond expectations—so much so that it became advisable to expand the distribution. At that point the company decided on the advertising campaign which is now under way.

In connection with the campaign a booklet outlining the manufacturing history of the Masland family has been prepared, together with broadsides of the advertisements. These have been sent to about 45,000 dealers, and an intensive sales campaign is to be made to carry distribution into communities not heretofore reached.

A. E. Webb with Des Moines "Register"

A. E. Webb has been made local advertising manager of the Des Moines, Iowa, *Register*, in the establishment of a new service in that newspaper's business department. Mr. Webb was formerly district manager of the Salada Tea Company, at Kansas City and Duluth, Minn.

Joseph G. Lipshie continues as local advertising manager of the *Evening Tribune* and Forrest R. Geneva, as advertising manager of both publications.

National Carbon Trade-Marks Radio Battery

The National Carbon Company, Inc., New York, is taking advantage of the increased battery market. It has made application for registration of its radio battery trade-mark to be used on radio dry batteries. This trade-mark, "Columbia Three Radio Battery," embodies one of the company's best-known trade names.

L. J. Wilhoite Leaves Chattanooga "Times"

L. J. Wilhoite, for the last year advertising manager of the Chattanooga *Times*, has joined the George K. Brown Company, Chattanooga confectioner, as vice-president and general manager. William F. Heller of the *Times* has succeeded Mr. Wilhoite as advertising manager.

Ontario Silk Knit Ltd., Toronto, will soon begin a campaign on Vella Vella silk and artificial silk fabrics. Canadian newspapers will be used.



Sixteen Million Journals
will be delivered into
Minneapolis Homes this
year by bonded Journal
carriers! Practically all of
the families of Minne-
apolis get The Journal
when and where it will do
the Advertiser the most
good. Home circulation
is the kind that brings the
Advertiser's goods home.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*



Say it in Spanish

Outdoor Signs Help Raise \$70,000,000
For Road Building In Latin-American
Countries this Year

All available space on fences and walls in the Latin-American countries carries this message—"Good roads mean

building and industrial activity in all the Latin-American countries this year. About \$70,000,000 will be spent for road-building equipment, materials and labor.

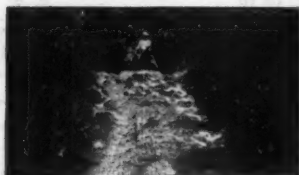


"Modern roads mean prosperity, riches and national progress"

prosperity for all." Every night, from Mexico to the Argentine, variations of this slogan are flashed upon thousands of movie screens.

All signs point to great road-

Forty delegates from the South and Central American



The only way to travel roads like this is on horseback

countries will visit the United States in June. These men

come to study our road-building methods and equipment.

Full accounts of the inspection trips taken by these delegates will be carried back to 8,000 engineers, contractors, and industrial executives in 22 Spanish-speaking countries—by Ingenieria Internacional.

Ingenieria Internacional is a monthly engineering and industrial publication published in the United States by McGraw-Hill and printed in



Road construction scene

Spanish—the language of the men it serves.

Ingenieria Internacional is the working tool and buying guide of the 8,000 men who control nearly 90 per cent of all industrial buying in the South and Central American countries.

An advertisement in Ingenieria Internacional sells road-building equipment and steel,



A beautiful stretch of finished road in Yucatan



Building a bridge and approaches

engines and cement, air compressors and paint, shop tools and rivets, motors and cable, steam shovels and lubricants—any material or equipment that has engineering or industrial application.

If you have anything to sell to the Spanish-speaking industrial market, tell your story through the advertising pages of Ingenieria Internacional. Say it in Spanish!



Each one of the fifteen McGraw-Hill Publications is the working tool and buying guide of the executive who buys in the field it serves.

These fields and the publications which serve them are—

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal-Press, Coal Age.

Transportation: Electric Railway Journal, Bus Transportation.

Industrial: Power, Industrial Engineer, American Machinist, American Machinist (European Edition), Chemical & Metallurgical Engineering.

Export: Ingenieria Internacional.

Ingenieria Internacional

A McGraw-Hill Publication

Tenth Avenue at 36th Street, New York



Farm News Service

The Times-Picayune announces the inauguration today, April 3, of a FARM NEWS DEPARTMENT as a regular feature of Thursday issues. This new department has the active cooperation of the leading agricultural experts of Louisiana and Mississippi, many of whom will be contributors.

Advertisers will find the FARM NEWS DEPARTMENT an effective medium for reaching planters, farmers, dairymen, truck growers, fruit growers, stockmen and poultry raisers in a trade area the principal industry of which is agriculture—the territory tributary to New Orleans, first market of the prosperous South.

The Times-Picayune

FIRST FOR THE SOUTH

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Cone, Hunton and Woodman, Inc., and in San Francisco and Los Angeles by R. J. Bidwell Co.



Cash Prize Contests as the Backbone of the Special-Purpose Campaign

Much Money Involved in This Form of Advertising—Some of the Methods Employed

By W. H. Heath

AN interested onlooker recently did some statistical figuring and found that in a single year, something like \$1,000,000 was given away, through advertising contests!

Considered individually, these campaigns may not impress you in the matter of their financial status, but when you add them up, they bulk large. If by any stroke of genius or good fortune, any one reader could win even a moderate share of the proceeds, he would be independent for life.

In almost every case, the primary reason for launching a cash prize contest, is to reawaken interest along very broad lines, it being firmly established as a fact that human nature responds to such contests almost as a whole. The temptation to win "easy money" reaches to the high and the low alike. It is on record that during one such advertising campaign, the names of men and women of wealth were included among the contestants. It is a sort of affable mania.

The cash prize contest unquestionably causes talk. Nor need it be unusually sensational talk. The advertiser frankly wishes to pay for a certain something which is of great value in his estimation. The thing is a business deal.

It is conceded that any advertiser employing this method, can be certain of his audience. Dangle anything from \$5,000 to five dollars under the public's nose and it will take a sporting chance at winning the amount, whatever it may be. And then there is the lure of that inevitable fame which comes with mental prowess.

If the basic idea has any material drawback, it is one upon which there has been much dis-

cussion. A Western advertiser who tried out several cash prize advertising contests shook his head and said: "Never again!" He stoutly maintains that although a dozen persons may be won over to a favorable viewpoint, the formidable list of those who submit something and do not win, may be immediately set down as enemies.

"We found," he explains, "that no decision by judges ever manages to seem fair to 80 per cent of those who win nothing. If it is a recipe or a letter or a phrase or a name for a new product, the results are practically the same. The man who doesn't win, reads the winning communication and looks upon it as unworthy. And forever afterward, he is disgruntled." People who compete in these contests are notoriously "poor losers." It is an inherently general quality of the human race. We think our ideas are better than the ones which win the money.

Often, the thought back of the contest is constructive: You can invite the public to criticize your product and your business methods, but few will respond. Attach a money prize and the morning's mail is flooded.

The A. & P. Stores have just closed a campaign which has for its objective a quite definite purpose of a constructive character, entirely aside from "general publicity." The Atlantic & Pacific Tea Company will award \$5,000 to successful contestants who answered these questions:

Why do you not trade in an A. & P. Store and what influences you to trade elsewhere—or why do you trade in an A. & P. Store and what appeals to you most?

What should the A. & P. do to be of greater service to the public?

What additional articles—groceries or other merchandise, would you like to purchase in A. & P. Stores?

Unquestionably, there is a frank desire in the above to learn some valuable merchandising facts, which could be secured in no way short of the cash prize contest.

It is often contended that the prize contest for money is not a true barometer of any subject, because those who enter the contest are influenced by the conditions. They are on their guard. They may not always say exactly what they think, for fear of jeopardizing their chances. This point, also, is one which has always been open for discussion, pro and con.

Opinions, from the other side of the fence, are very much desired by advertisers. The manufacturer is continuously asking himself such questions as:

"Is my product right?"

"What does the public really think of it?"

"Are there any weaknesses in it?"

"What are its chief virtues?"

"How can it be improved?"

"What suggestions can be made to increase sales?"

"What use exists which we have never considered?"

"How does it stand as compared with competitive lines?"

There is but one way to really find the answer to such questions and that is by conducting a special prize campaign. Attempts have been made to accomplish a like result through dealers, but they are but partially successful. And they bother the busy retailer. Moreover, the prize contest brings answers from all parts of the country.

One of the phases of the American Sole and Belting Leather Tanners progressive campaign took the form of a cash prize contest for the best letters about leather. The amount involved a \$5,000 budget. The details of the contest are most interesting and we quote them in part, as showing the mental trend of the advertiser:

The thinnest soles on a debutantes pretty slippers are sole leather. So are the strong soles of marching boots, the sturdy soles of work shoes. The belt of a sewing machine is heavy leather, traveling bags, trunk straps; you know of these uses of such leather. Think about leather's wonderfully wide usefulness—and put what you know in a letter.

There is wide sentimental appeal in the following:

The plainest, simplest tale of sole leather's familiar service may win the principal prize. Two thousand dollars in cash! That sum may go to a busy mother, for a letter telling how honest leather withstands the scuffling of children's shoes, keeping little feet dry-shod—and keeping the family footwear budget down.

Or the winner may be some business girl, managing to be trim-shod on her modest earnings. A veteran policeman may write that first prize letter.

Many of the professions are named, together with just a little hint as to the things they might logically say in their letters. The nation must begin to think more seriously on the subject of leather—and so the tempting prize offer.

The manufacturers of Swans Down Cake Flour, a widely distributed, nationally advertised product, offer "\$1,000 in cash prizes for the reasons why you consider Swans Down a real economy in baking."

The advertiser has been led to believe that a priceless argument is that of economy. So many women are compelled to watch every penny and turn sharp allowance corners. To secure a verdict from the country's housewives would be very, very valuable. And, another point: these prize contests encourage the purchase of the product by people who have never heretofore patronized it.

The paper manufacturing house of Eaton, Crane & Pike reproduced a well-drawn illustration of three women, in a scene which invited imaginative handling—a story. One girl lounges back in an easy chair, another holds out a letter, at the contents of which she is laughing, while a perplexed white-haired mother looks at her wonderingly.

"One thousand dollars in prizes," declares the headline, "for



Flat River, Mo.

Famous for its Lead Mines

Fifty miles south of St. Louis lies one of the richest lead mining areas in the world. And right in the center of this area is Flat River, a flourishing town with a population of 7800.

Within a radius of 15 miles of Flat River live 50,000 people—principally miners and farmers.

It's a worth while district. Flat River shows bank deposits of \$1,000,000. The annual business volume done in the following lines totals \$2,000,000:

17 Groceries	3 Drug Stores
15 Auto Dealers and Garages	
3 Hardware Stores	2 Jewelers
2 Building Material Dealers	
3 Shoe Stores	10 Dry Goods Stores
5 Men's Furnishing Stores	4 Furniture Stores
2 Stationers	7 Confectioners

—And easy access to St. Louis brings Flat River people to the metropolis for additional purchases. You can imagine the influence of Globe-Democrat advertising when you remember that the Globe-Democrat reaches Flat River's representative homes early every day.

Globe-Democrat Circulation in Flat River:
Daily—288; Sunday—361

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4½ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvement

Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, New York
Guy S. Osborn, Chicago
J. R. Sclaro, Detroit

C. Geo. Krogness, San Francisco
Dorland Agency, Ltd., London
Asso. American Newspapers, London and Paris

We could not be satisfied
unless we gave St. Louis
the BEST Newspaper

the best interpretation of this picture."

Now, there is a unique idea back of this contest, which will be immediately understood after reading the message in full:

This is one of a series of pictures used in the advertising of Eaton's Highland Linen. Four of these pictures have already appeared in this magazine. Look them up, study them, read the advertisements, see how the pictures are used and what they illustrate. Then write a twenty-five word interpretation of this picture in which the thought expressed by the picture is connected with the use of writing paper.

Most remarkable results were secured from the special prize contest held recently by the Rubber Association of America. It took the form of a Photographic Experience Contest and \$5,000 was the goal. These photographs must tell some intimate story connected with "what we all went through during the days of mileage guarantees."

The manufacturers of the Cataract Washer advertised extensively the fact that prizes aggregating \$2,000 would be given to those who best explained why, in their estimation, "Cataraction" was the best way to wash clothes.

The advertiser states just what prompted the offer in these words:

Thousands of competitive tests have proved that the Cataraction method washes clothes cleaner, quicker and without injury to even the finest fabrics. There is no doubt in our minds about cataraction, nor in the minds of more than 1,000,000 women, users of "1900" washers—but how can we explain cataraction in simple language, so that every woman will understand its superiority.

In other words, the contest is for the definite purpose of finding some housewife who can assist in writing the campaign of advertising.

"One thousand dollars given away," is the offer made by the distributors of Monarch Coffee. The conditions are unusual in this instance, as you will observe:

"Monarch Coffee is a blend—all superfine, hand-picked coffees are—part of which comes from the mountain plantations of Colombia. Mule trains carry

the coffee down the mountains to Honda, Girardot, Puerto Berrio, Puerto Wilches and other towns on the headwaters of river navigation. From that point, it is brought to Chicago, all the way by water. Can you trace the course of this coffee starting from the head of river navigation in Colombia?

"Consult a map of North and South America and work out your solution of this all-the-way-by-water route."

The contestant is asked to name rivers and towns and in numerous other respects, it is a problem which should interest children and grown-ups alike. What happens in a contest of this character? For one thing, those who take the trouble to work it out must be impressed by the quality of the coffee, because of its long journey from where the best coffee grows.

A certain Valspar prize contest was considered unusually successful, contestants writing in from the most unexpected corners of the country. And at its conclusion, the company was in possession of some heretofore unsuspected yet intensely practical uses. The letters were to be vivid, truthful tales of actual wear. The first prize in a \$5,000 prize offer was won by the captain of a steamer, who tells his story in this picturesque manner:

Losing her way in a blinding blizzard in the Gulf of Alaska, our steamer was buffeted about for two bitter cold days. Every sea taken aboard covered our ship with a coating of ice. Salt spray froze immediately upon contact with the ship's housing, spars and deck fittings. This together with her heavy cargo of ore, gave our plight a serious aspect. Slow to respond to the wheel with the always imminent danger of piling up on a rocky and unfrequented shore, our pilots managed to risk an entrance into a narrow strait where the listed ship was hoisted.

To bring her on an even keel, it was necessary to use live steam on the Valsparred deck house and deck fittings to remove the thick coating of ice. The steamer emerged from her ghostly shroud as shiny and spick and span as ever, proceeding on her way. A week later at her discharging dock, Valspar stood the test supreme of being constantly for three days subjected to the powerful corrosive fumes of the smelter furnaces, which had discolored all other varnishes previously, after which our ship returned

Concentrated circulation is

— **concentrated
advertising Power**

The Detroit News Has It



THE map above indicates the territory designated by the Audit Bureau of Circulations as the local trading territory of Detroit. It is the most important area in Michigan from the point of view of the advertiser, for here is concentrated the bulk of the automotive industry, the greatest portion of Michigan's population and the best transportation facilities. It is this territory that does the buying from advertising appearing in Detroit papers, and it is in this territory that The Sunday News has 240,000 circulation out of its total 300,000, or better than 80%, while the week day News circulation is so concentrated that 92% of it is sold in this area.

The Detroit News

More Than 300,000 Circulation Sunday; 280,000 Daily

There's a *very definite* **PLAIN DEALER**

Think of the great Northern Ohio market—three million people—living in 1683 cities, villages, hamlets, and along the hundreds of improved highways, weaving this great 100-mile area into a thriving, prosperous community.

Think of The Plain Dealer—Ohio's greatest newspaper, the **ONLY** Cleveland newspaper which reaches this entire area the same day published. Many of the people read no other newspaper. They need no other. For The Plain Dealer gives them everything they demand in a newspaper—**ALL** the topical news—**ALL** the buying news.

Weigh these facts, and you will immediately sense that *there's a very definite reason why The Plain Dealer carries fifty per cent of ALL National Advertising placed in ALL Cleveland newspapers.*

There is a very definite reason—in Northern Ohio The Plain Dealer has the **BUYERS.**

Proof will be found in the consistent results given advertisers who use The Plain Dealer's columns persistently. For this outstanding lineage record is neither a day's nor a month's performance, but rather, it is a year-after-year actuality.

J. B. WOODWARD
110 E. 42nd St.,
New York

WOODWARD & KELLY
Security Bldg., Chicago
Fine Arts Bldg., Detroit

The Plain
ONE Medium — ONE

iteason why *The Cleveland* *Carries*

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Of ALL National
 Advertising *appearing*
 in ALL Cleveland
 Newspapers



The Plain Dealer has the BUYERS

Dealer

WILL Will sell it

R. J. BIDWELL CO.
 Times Building
 Los Angeles, Cal.
 742 Market Street
 San Francisco, Cal.

to her loading dock as bright and clean as if just off her builder's ways.

And to prove his story, the contestant sent in a photograph of the storm and ice-bound steamer. Thus advertising secures not only the unusual in text, but illustrations which only the lure of the dollar could bring to an advertiser's notice.

By means of a cash prize contest, a manufacturer of oil received thousands of suggestions for new uses, in themselves worth more than the total sum expended. A famous baking powder offered prizes for new recipes and was astonished to find that the women of the country were inventive when it came to devising hitherto untried dishes of a most delicious character.

Such campaigns as the liberal \$10,000 Lifebuoy "Mother and Children" contest are indicative of the great popularity of the prize idea. As a slight departure from the customary procedure, the winners of the first, second and third cash prizes will be invited to visit New York at the company's expense, to have their portraits painted by a famous artist.

J. B. English with John Wanamaker

John B. English has joined the New York advertising staff of John Wanamaker. He will be engaged in furniture advertising. He previously had been with Phillip Levy & Company, Washington, D. C., and the Exchange Furniture Company, Baltimore.

Hoffman Machinery Report

The United States Hoffman Machinery Corporation, New York, manufacturer of suit pressing machinery reports gross sales of \$5,714,992 for 1923, as against \$5,535,505 in 1922. Net income, after deducting all expenses, amounted to \$681,318 for 1923.

C. J. Eastman Joins N. W. Ayer & Son

C. J. Eastman, former sales manager of the King's Food Products Company, Portland, Oreg., has joined N. W. Ayer & Son, at Philadelphia.

Joins P. M. Reed

B. T. Moran has joined the staff of P. M. Reed & Banker Associates, Chicago.

Will Make Buffalo More Than a One-Street Town

Main Street, Buffalo, N. Y., runs along the ridge of a watershed which divides the present city. For many years it was the popular belief that no retail store could greatly prosper anywhere in the downtown business section off Main Street.

The building of the new Hotel Statler and the Greater Buffalo Athletic Club on lower Delaware Avenue, three blocks west of Main Street has, in recent years, encouraged a large number of exclusive specialty shops to locate along this avenue. Now the Delaware Avenue Association is seeking, through newspaper advertising, to rid the public of the idea that Buffalo is a one-street town. Twenty-nine shops are co-operating in the initial advertising. Although sponsored by the organization, it is paid for only by those merchants who are listed.

The first copy, three columns wide, features local facts which have always made Delaware Avenue a street of importance and exclusiveness. Future copy will feature the great highways of the world, beginning with the Appian Way of ancient Rome. The account is directed by the De Forest Porter Advertising Service of Buffalo.

Postal Savings Deposits Gain

Postal savings deposits during the month of February amounted to \$1,850,000 according to the Post Office Department. This is the first increase reported for a number of months and brings the balance on deposit on February 29 to \$132,126,975.

The largest gain in deposits was made by New York City, an increase of \$555,576, making a total of \$42,179,720 on deposit in that city. Brooklyn, N. Y., is second on the list with a depositors' balance of \$11,893,436.

National Campaign Planned for Nogar Clothing

The Nogar Clothing Manufacturing Company, Reading, Pa., plans a national advertising campaign in magazines on men's work suits and extra-service clothing. The account will be handled by the Tracy-Parry Company, Philadelphia advertising agency.

New Canadian Insurance Campaign

The National Life Assurance Company, Toronto, Ont., will shortly begin an advertising campaign in Eastern Canada. J. J. Gibbons Ltd., Toronto advertising agency, will direct this campaign.

United States Radiator Net Profit

The United States Radiator Company, Detroit, Capitol boilers and United States radiators, reports a net profit for the year ended January 31, 1924, of \$1,450,947 as against \$1,208,582 in 1923.

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1923.

750,000 NAMES from all over the

"To sell the whole family you must reach the whole family!" This weekly will be *altogether different*—to amuse, inspire, instruct every member of the family.

Published by the owners of The Chicago Tribune. Printed in four-color rotogravure on high finish paper. Beginning next month it will be on sale at news stands throughout the United States and Canada at 5 cents per copy.

Present rates are based on a guaranteed average circulation of 500,000 the first six months. Advance orders already re-

country mean that the new weekly mag-

ceived from news dealers and distributors indicate that the half million will be a minimum rather than an average, which means an early rate adjustment.

On Wednesday, May 7th, the May 10th issue bearing the prize winning name will be on sale at 5 cents a copy. All advertising space for this issue was entirely sold out thirty days ago.

The winner of the second prize in the \$25,000 name contest will be published in the issue of May 17th (forms close April 12th). The winner of the third prize will be published in the May 24th

azine with the \$25,000 name

issue (forms close April 19th). The fact that more than three quarters of a million names were received indicates the nation-wide interest in these early issues.

More than eighty leading national advertisers have already placed orders on products ranging from face powder and hair nets to automobiles and heating appliances.

From May 1924 to May 1925 there is no issue in which one or more pages of advertising have not been sold. Major positions are going rapidly, making prompt action a necessity.

will be welcomed NATIONALLY

Every advertisement has preferred position. All right-hand pages devoted to editorial matter. Left-hand pages for advertisements.

Ask your advertising agency how extremely simple and economical it is to prepare copy for Coloroto reproduction. You furnish no plates; we etch directly on copper printing cylinders, using original illustrations and proofs of type matter.

Phone or write the office nearest you

THE COLOROTO CORPORATION

Chicago—7 South Dearborn Street
Telephone, Central 0100

New York—247 Park Avenue
Telephone, Vanderbilt 2336

Los Angeles—406 Haas Building
Telephone, Metropolitan 3172

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BEG YOUR PARDON! In our advertisement in the February 7th issue of this publication we listed Colgate & Company as having placed a non-cancellable order for six or more insertions. Their order is for one four-color page.



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Trade Association Advises against "Free Publicity"

Association of Ice Cream Supply Men Tells Its Members That Press Agency Is a Violation of the Spirit of the Laws of the Land

A TRADE association has advised its members in strong language not to seek free publicity.

It has told its members that such action on their part is a violation of the spirit of the laws of the land. "The intent of postal laws and regulations," this association says, "is to classify such publicity as advertising unless in practice no such publicity appears as advertising, but is ostensibly disinterested news." As authorities for this stand the American Association of Advertising Agencies and the Associated Business Papers, Inc., are cited.

The association that has taken this stand, and has shown itself capable of clear reasoning power on a subject that press agents, because of the pecuniary return in selling space they never bought have befuddled, is The Association of Ice Cream Supply Men.

This association has its headquarters in New York. We say this so that second-story publicity men who want to argue with the association will know in what telephone book to look for the street address, without first telephoning or writing to PRINTERS' INK for the address.

Here is the association's complete statement—a statement by the way that asks members to report violations—on the "free publicity" question:

"The Board of Directors of The Association of Ice Cream Supply Men has instructed the Subcommittee on Trade Publication Conditions officially to discountenance the seeking by advertisers of indiscriminate and unjustified free publicity in trade publications, and the provision of such publicity by trade publications.

"Such free publicity is variously designated 'write-ups,' 'puffs,' 'reading notices,' etc.

"Investigations by the Sub-

Committee lead to the belief that some advertisers persistently request such free publicity, going so far as directly or by implication making the provision of this free publicity by trade-paper publishers a condition to the making of advertising contracts; and to the belief that some publications may now proffer or have proffered free publicity of this character as an inducement to the making of advertising contracts.

SHOULD NEITHER BE SOUGHT NOR
ACCEPTED

"Whether such free publicity is sought or proffered in this manner, or independently of the making of advertising contracts, its seeking by supply houses and provision by publications are both discountenanced.

"Blatant 'reading notice' publicity of this description is against the spirit of the laws of the land. The intent of postal laws and regulations is to classify such publicity as advertising, whereas in practice no such publicity appears as advertising but is ostensibly disinterested news.

"It is against accepted ethical practice in publishing and advertising. The American Association of Advertising Agencies opposes free reading abuses. The Associated Business Papers, Inc., requires that its members 'refuse to publish "puffs," free reading notices.'

"It is not good business for the recipient of the publicity but an attempt to get something for nothing, fallacious in theory and without advantage in results because it builds up an endless sequence of indiscriminate laudation.

"It is harmful to publications: 'Free reading matter impairs the publication that runs it, and that is always taken into account by the competent advertising agency.'

(American Association of Advertising Agencies.)

"It belittles the intelligence of the ice cream industry.

"The Sub-Committee's investigations show that there is a legitimate publicity field for supply manufacturers: accounts, facts, photographs, signed articles, etc., etc., based upon or comprising legitimate news, such news determined not from the point of view or interest of the manufacturer and advertiser, but of the editor and reading trade. Legitimate news and feature material that may originate in the activities of manufacturers and advertisers is not included in the Sub-Committee's discountenancing of indiscriminate free publicity.

"Cases of the seeking or proffering or appearance of indiscriminate free publicity, as the term is used herein, by member companies or in member publications of the Association may be reported to the Sub-Committee for such recommendations thereon and transmission for further action to the Board of Directors as may seem proper."

Calipatria, Calif., Joins Community Advertisers

The Calipatrians, an organization at Calipatria, Calif., is advertising that community in newspapers. This advertising is being directed by Smith & Ferris, Los Angeles advertising agency.

Leaves Philadelphia "North American"

George T. Thompson, has left the staff of the Philadelphia *North American* with which he has been associated as manager of automotive advertising for the last twelve years.

"Ghost Stories," New Chicago Publication

The Rural Publishing Corporation, Chicago, will issue a publication to be called *Ghost Stories*. It will be published monthly commencing with the May issue.

Advertises a New Lime Wash

"Albaqua," a new lime whitewash, is being advertised in Canadian publications by the Manitoba Gypsum Company Ltd., Winnipeg, Man. The Winnipeg office of McConnell & Fergusson, advertising agency, directs this account.

Larger Campaign for Nunn, Bush & Weldon Shoes

The Nunn, Bush & Weldon Shoe Company, Milwaukee, Wis., maker of men's shoes, has increased its appropriation for magazine advertising this year, *PRINTERS' INK* is informed by O. Grigg, advertising manager. In addition to its magazine advertising, the company is furnishing dealers with posters, window display cards, price cards, envelope stuffers and other dealer help material.

This advertising is giving prominence to the trade-marks Ball-Fashioned and Ankle-Fashioned for which application for registration has been made with the United States Patent Office. "These trade-marks have been used for several years," Mr. Grigg said, "but we did not capitalize on their use until this year. This registration was made simply to protect ourselves on what we have done in the past and expect to do in the future." The two particular features to which these trade names refer are described and illustrated in all the company's advertising.

Hartman Corporation Reports Increased Profits

The Hartman Corporation, Chicago, controlling several mail-order household goods subsidiary companies and a Mid-West chain of retail furniture stores, reports net income for 1923 of \$1,776,399 after depreciation, Federal taxes, etc. This compares with \$1,605,376 for 1922; \$373,574 for 1921, and \$1,859,202 for 1920. The company for many years has carried good-will, trade-marks, etc. on its books at a valuation of \$4,992,992. Net sales, as recently reported in *PRINTERS' INK*, totaled \$18,040,666, an increase of 23.30 per cent over 1922.

Home Publishing Company Buys "Motor in Canada"

The Home Publishing Company, Winnipeg, Man., publisher of *Western Home Monthly*, has bought *Motor in Canada*, from the Heath Publishing Company, of that city. The first issue under the new ownership will appear in April.

Newspaper Campaign for Health Resort

The Jackson Hotel, a health resort at Dansville, N. Y., which will open Memorial Day, plans a thirteen-week campaign in a limited number of New York and Pennsylvania newspapers. The account is directed by the E. P. Remington Advertising Agency, Buffalo.

Fred Wilson, Vice-President, Columbia Motors Company

Fred Wilson, formerly sales manager of the Stutz Motor Car Company of America, Inc., Indianapolis, has been elected vice-president of the Columbia Motors Company, Detroit. He will be in charge of sales and advertising.

Magazine Advertising at Newspaper Rates

The American Home Journal, the magazine section distributed each week as a feature of Saturday's Chicago Evening American, presents advertisers with an unusual opportunity.

Reaching nearly 2,000,000 readers and with editorial contents of the highest type, the American Home Journal has reader interest that makes for productive advertising.

Four color pages and black and white space available. For rate cards and sample copies address

AMERICAN HOME JOURNAL

**1007 Hearst Building
CHICAGO**

Eastern Office: 2 Columbus Circle, New York City

The Passing of "Stop, Look and Listen"

THE action of the American Railway Association in seeking a new slogan for grade-crossing signs carries a lesson for advertisers.

Probably no slogan has been cited oftener than "Stop, Look and Listen." Teachers of advertising have used it as a fine example of clear, concise admonition. Psychologists have pointed out its strong suggestive value. Perspiring copy chiefs have said fervently to sluggish writers: "Can't you get into your stuff some of the punch of 'Stop, Look and Listen?'" Now and then someone with the gift of imagination has told how many thousand dollars were paid for each word of this familiar four-word warning.

But alas and alack!

The famous has become familiar—all too familiar. In the eyes of the autoist, the old sign has become like the mile-post that has been seen so many thousand times that he no longer consciously sees it. He does not even halt long enough to point out to son Freddie the virtues of this sterling output of an unnamed slogan-creator. He doesn't stop, he doesn't look, he doesn't even listen. He hastens across, and almost daily we read that one more used car has ceased to clog the used-car market.

"Prepare to meet thy God," was, we learn, effectively used for a time as a grade-crossing warning, but that was apparently taken lightly by many.

The prize for the new design and slogan for the safety campaign of the American Railway Association goes to the creator of "Wait, you may lose."

This caution is clear; it is timely in these hurry-at-any-risk days. It lacks some of the smoothness of "Stop, Look and Listen," but it's new.

The general thought of all of these terse warnings is, of course, about the same—"look out, here's danger." The lesson to adver-

tisers is that the familiar truths must now and then be clothed in new garments to give them attention-attracting power. We must perpetuate our trade-mark designs and slogans to give them real trade-mark value, but, in general, truth needs variety. To restate a point always in the same form is to invite the deadly faults of triteness and monotony.

Ivory Soap still floats, of course, but current copy gives the floating quality new interest by arguing that "you don't have to play soap-fisherman when you have Ivory in your tub."

Fairbanks, Morse Reports Profit

Fairbanks, Morse & Company, Chicago, for 1923 report net profits after depreciation and other reserves, of \$2,469,547. A report by C. H. Morse, president of the company, states that the business extends back to 1830 when the production of the Fairbanks scale began. Today the company manufactures internal combustion engines for industrial, marine and farm purposes (except automobile engines); Fairbanks scales; centrifugal steam and power pumps; railroad motor cars, hand and push cars; standpipes; windmills, water systems, dynamos, motors and electrical equipment. Its patents, trade-marks and good-will are carried at a valuation of one dollar. Since its incorporation in 1891, Mr. Morse states that the total of profits reinvested in the business after payment of dividends, is approximately \$17,418,000.

R. W. Clark with Earl D. Eddy

R. W. Clark has become associated with Earl D. Eddy, who has been conducting a sales promotion and direct-mail advertising service under his own name at Akron, Ohio. The business will be incorporated as Eddy & Clark.

Mr. Clark formerly had been sales promotion manager of the Goodyear Tire & Rubber Company, also of Akron.

Yale & Towne Net Profits Higher

The Yale & Towne Manufacturing Company, Stamford, Conn., reports net profits of \$2,890,623 for 1923, after depreciation and reserve for taxes. This compares with \$2,406,664 in 1922, \$1,299,038, in 1921, and \$2,324,470 in 1920.

Leaves Westinghouse Electric

Lloyd Jacquet, has resigned as a member of the publicity department of the Westinghouse Electric & Manufacturing Company at New York.



A National Opportunity

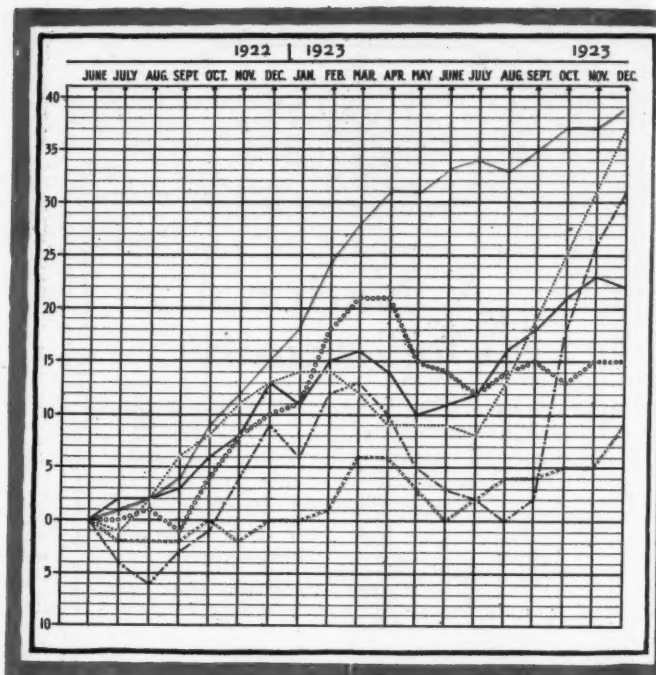
A NATIONAL opportunity awaits the advertiser today who uses THE WORLD GROUP in Greater New York. Especially is this true of campaigns scheduled for this Spring, when from 50,000 to 250,000 visitors will descend on New York, attracted by the Democratic National Convention, which THE WORLD originally proposed and carried to a successful culmination virtually single-handed.

Folks who come to New York by reason of a project sponsored by THE WORLD are more likely to be steady WORLD readers during their New York sojourn.

This is one of the few chances advertisers have ever had of conducting an advertising campaign national in effect in one city during a single month. The month is June, and the time to plan is NOW!



MALLERS BUILDING CHICAGO	PULITZER BUILDING NEW YORK	GENERAL MOTORS BUILDING DETROIT
SECURITIES BUILDING SEATTLE, WASH.	CHANCERY BUILDING SAN FRANCISCO, CAL.	TITLE INSURANCE BUILDING LOS ANGELES, CAL.



GRAPHIC CHART illustrating comparative circulation growth of The Butterick Combination (shown in red) and five other women's magazines leading in circulation and volume of advertising.

Period covered is 18 months from June, 1922, to December, 1923, and shows comparative percentage of circulation gain or loss over circulation of June, 1922, issue.

The Butterick Publications over the period covered showed an average rate of circulation growth by far the greatest of all periodicals in their class.

The Butterick Combination

FIRST in Circulation Growth

GROWTH in magazine circulation—as of all merchandise—is due very simply to two causes: a superior product and a soundly organized machinery for distributing and selling it.

The Butterick Publications, the Delineator and the Designer, owe their exceptional circulation increases first, to the high character of their content, and second, to the efficient circulation machinery developed for promoting their sale.

In respect to editorial content: The Delineator and The Designer number among their fiction writers Zona Gale, Sinclair Lewis, Kathleen Norris, Louis Joseph Vance, Nalbro Bartley, E. Phillips Oppenheim, Holworthy Hall, Owen Johnson and Honoré Willis Morrow; and among their regular feature writers and contributors, Martha Van Rensselaer, Fielding H. Yost, Celia Caroline Cole, Donn Barber and Soulié.

As to the principal sources of Butterick circulation development: A field staff of solicitors working exclusively for the Butterick Company and controlled from its branch offices all over the country, and the famous Butterick Blue List Method, which has developed a million subscribers chiefly from charge customers of department stores—have proved to be at once the most effective and economical forms of circulation promotion in use among magazines.

To the advertiser, here is amplest evidence of exceptional vitality:

outstanding gains in circulation;
gathered from a most desirable group of prospects;
by two magazines of most distinguished influence.

The Butterick Combination

The DELINEATOR and The DESIGNER
NEW YORK

Henri, Hurst & McDonald

A D V E R T I S I N G

58 East Washington Street · Chicago



Fairbanks, Morse & Company is favorably known not only in every hamlet in America but in every civilized nation of the world.

Unsurpassable merchandise, broad business policies, capable salesmen and powerful advertising have combined to produce world-wide prestige for this concern.

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We have recently published an advertising book—"High-unit vs. Low-unit Merchandising." A copy may be had on request by any business executive.

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When the Engraver's Tooled-out Whites Help to Make an Illustration Attractive

A Few Specific Instructions Accompanying the Order for Halftone Plates May Save Them from Being Commonplace and Clarify the Message

By a Commercial Art Manager

AN artist, working at long range with an advertiser, received a letter of complaint from his client, who complained that the illustrations were falling far short of what had been expected of them. "They are dull, lifeless, impotent," was one of the remarks, followed by: "Can't you do something to get more animation into this series?"

The pictures were in full wash and beautifully rendered by a man who knew his business. This artist had been working at his summer camp in the mountains. He received no magazines and had not even been sent a proof. But as soon as he could, he bought a magazine and took the next train for the city, with the illustration which was scheduled to appear in three weeks.

Working with an engraver, he had the plates made. Then he sent them out, accompanied by the original. This original carried a tissue flap, on which certain marks had been made in blue paint, together with written instructions.

A letter had the following comments to make:

"Some illustrations there are which demand special tooling by the engraver. I assumed you folks understood this when I sent on my originals. Your product is one which should be represented as snowy white. The best I can do, as an artist, in painting my illustrations, is to use white paint out of a tube. But when halftones are made, the screen runs over the white areas just as it does everywhere else, and, as a consequence, the so-called 'whites' are not literally white when the advertisement appears. Add to the screen the heavy

magazine run, the filling in of the engraving, and the none too good paper on which the job is printed. You should have had the whites tooled out by the engraver. This means they will actually be 'pure white' as reproduced. The result can be had in no other manner. My drawings have turned out poorly, but in this respect only and it represents the thing which you miss—contrast, and concentration on the product.

"I have had a halftone plate of the next subject made, at my own expense. I went down to the shop and watched it made. That is what should happen with every important plate of this kind . . . someone to mother it, and offer suggestions. How is the engraver to know the effects you desire? It's all in a day's work so far as he is concerned. Note the difference in results! Your whites are dazzling, and because of this, every other value in the illustration is adjusted properly. Not all subjects require such extra tooling, but where the story is in the white, then you must have the paper show through and not a halftone screen.

"The trouble with you boys is that you have not understood the obligations at your end. And my mistake was in assuming that an advertiser studied these fine points himself, as a matter of self-protection. You are paying a considerable sum for these paintings: why not see them through to the very moment they are sent to the publications. Please study the tissue flap which I placed on this specific illustration. Every part that should be tooled out 'pure white' is painted over as to area, with blue, and then plainly marked."

A sensible letter, although we rather think that the artist himself should have attended to the designations of tooling at the very outset and taken nothing for granted. It is true, however, that wise tooling by the engraver, can literally transform it. There are certain effects which the artist may not completely provide for. He can in no wise, for example, do away with the inevitable half-tone screen texture. And no white can be 100 per cent so, with the mesh showing. Every revolution of the press darkens it up.

We are not referring, at this time, to the drop-out process which has been popularized and perfected during the last few years. That is a totally different scheme. We are calling attention, at this time, to plates which, upon their coming from their final acid bath, and their polishing, are turned over to an expert who is himself an artist, and who, given just a few suggestions, can put the sparkle of life into any plate.

He has tools for the purpose—engraving tools—which cut away the screen. Moreover, so delicate are the adjustments, that the most infinitesimal effects can be produced. It does not apply merely to bold, open "patches of white." Hair lines, dots, the tiniest touch are all subject to the engraver's keen sight and hand, when the plate is put before him.

Subjects there are, in countless number, which make such tooling indispensable, if you are to tell your story and produce a printed result, rich in contrasts. We are in a position to illustrate the idea by referring to several well-known campaigns.

The most obvious one, of course, is the White Trucks series. Every advertisement features a large illustration, occupy-

ing seldom less than one-third of the space, and often a greater percentage than that. They are wash drawing, postery, often in tempera, and characteristic as to technique. While the problem of hand-tooling is less exacting here than in other campaigns, the example is adequate. Living up to their names, the White Trucks are indeed white, and the illustrations make a feature of the fact.

Set the ingredients together and watch the heat in with a fork, and enough milk to make the mixture the right consistency. In all cases, use the oil and enough rich butter to make the spread half the weight of the mixture. Spread the mixture with a spreader. Press in gently, then cover with a cloth and bake in minutes in a hot oven. These are delicious served with afternoon tea or as a luncheon treat.



Swift's "Silverleaf" Brand Pure Lard

IT'S THE ENGRAVER'S WORK THAT EXPOSES THE PRODUCT TO VIEW

In a single magazine page picture, we have counted a thousand separate white areas, where the paper shows through. And because the job has been thoroughly done, every White illustration looks as if strong sunshine were playing upon it. They dance with animation and contrast. Here and there, over the entire body of the automobile, these glittering whites are in evidence, and range from a mere point of light, to a radiator, a tool box.

It means that the plate has been scientifically handled by the engraver. Where any pure white appeared on the original drawing, the engraver has held to it, absolutely. He has followed copy. This result can be achieved either by the drop-out process or by hand-tooling. We personally prefer the latter, because those inevitable "accidentals" are artistic. The White Trucks series provided for the idea in advance. These

The American Weekly
 Has figured little
 In past history.
 Its figures have
 Made much
 Of present history!
 On the subject of circulation,
 It *must* be authoritative,
 For it's gotten more
 Than any other medium
 On earth!
 4,500,000, and still
 In its youth!



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American
 Boston—Advertiser
 Washington—Herald
 Atlanta—American
 Syracuse—American
 Rochester—American
 Detroit—Times

Chicago—Herald and Examiner
 Milwaukee—Telegram
 Seattle—Post-Intelligencer
 San Francisco—Examiner
 Los Angeles—Examiner
 Fort Worth—Record
 Baltimore—American

"If you want to see the color of their money—use 'color'." A.J.K.

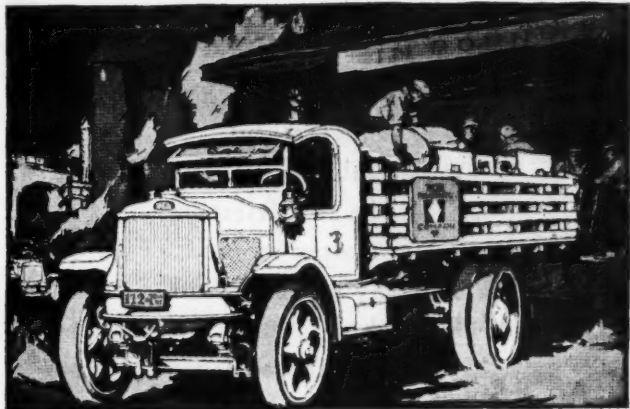
drawings are in a limited number of substantial tones. The bold blacks and the two or three shades of flat grey make it easy enough to nip out the whites. There is a certain virility to a White illustration which you are certain to notice. Contrast helps.

By adhering to this engraving and art policy, the White Trucks series has become of trade-mark value and unmistakably identified

lay very largely in her raiment. She was white satin from her slippers to the white wrap she wore. A white fur was thrown about her neck. She wore white silver ornaments in her hair.

Highly pleased with the finished canvas, the unthinking advertiser speeded the copy to the engraver, asking simply for a vignetted half-tone, of the correct proportions.

And here also, there was dis-



BECAUSE THE ENGRAVER HAS TOOLED OUT WHITES IN THIS TRUCK ADVERTISING THAT ADVERTISING HAS TAKEN ON NEW VIRILITY AND ACTION

with the one make of car. If the originals had been sent to the plate-maker, with no specific instructions as to having all whites "pure white" and "cut out," the proofs would show a vastly different and weakened illustration idea. They would be quite tame by comparison.

The very safest scheme is methodically to designate where tooling is wanted. An overlay of marked tissue accomplishes this and should, as a rule, be done by the artist himself. Not every white area should be "white paper" by any means.

An advertiser had an illustration made, in wash, showing a dainty girl just alighting from an automobile, a limousine, at theatre time. The charm of the picture

appointment. Something was lacking. When the engraver was consulted, he explained what could be accomplished by hand-tooling out the whites.

But here was no precise number of definite, bold areas. The engraver would be compelled to feel his way and consider his subject. Light from within the closed car, falling on the figure, added to the complication of shadows and reflections. When he had finished, it was the difference between a subject seen in a poorly lighted room and the same subject with the full incandescents turned on and radiance everywhere. The satin garments became truly satin; the silver hair ornaments glistened with life and

(Continued on page 69)

You Cannot Cover It Without Using The North American

THE influence of THE NORTH AMERICAN exactly parallels the influence of Philadelphia upon the surrounding territory. This explains THE NORTH AMERICAN'S dominance in southeastern Pennsylvania, the richest trading area in the United States, which cannot be covered without using THE NORTH AMERICAN.

Its Character Creates Confidence

THE NORTH AMERICAN PHILADELPHIA

New York

Chicago

Detroit

San Francisco

John B. Woodward Woodward & Kelly
110 E. 42nd St. 811 Security Bldg.

THE OLDEST DAILY
NEWSPAPER IN
AMERICA — 1771

Woodward & Kelly
408 Fine Arts Bldg.

R. J. Bidwell Co.
742 Market St.

*Net paid averages
for March, 1924*



SUNDAY  NEWS

New York's Picture Newspaper

7 6 3 , 0 7 5

DAILY  NEWS

New York's Picture Newspaper

7 4 3 , 2 7 7

The Daily News was first published on June 26, 1919.

The Sunday News was published May 1, 1921.

THE circulation of the Sunday News now exceeds that of the Daily News by 19,798 copies.

The Daily News still has the largest daily circulation in America; and its circulation in New York City is double that of any other New York morning newspaper.

The Sunday News now has the fourth largest Sunday circulation in America; and the second largest in New York.

*Have you read Tell It to Sweeney?
The series will be sent upon request
on your business letterhead.*

25 Park Place, New York . 7 So. Dearborn St., Chicago

THE  NEWS
New York's Picture Newspaper

Modes & Manners



Closes April 15

The first, the key-note issue of *Modes & Manners* closes its advertising forms April 15.

It will have a guaranteed minimum circulation of 250,000 readers, all of known financial standing. Your advertising message in its pages will be placed *exclusively* before men and women who have proved their ability to buy substantially.

A magazine premier is always valuable to the advertiser—how much more so when it will definitely reach 250,000 influential readers.

Published by

THE STANDARD CORPORATION

CHICAGO NEW YORK PARIS

PATRICK F. BUCKLEY, *Advertising Manager*

208 SOUTH La SALLE STREET, CHICAGO, ILLINOIS

ROBERT R. JOHNSTON, *Eastern Advertising Manager*

681 FIFTH AVENUE, NEW YORK, NEW YORK

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over it all was the ghost of the light from the car's interior. One would scarcely believe there could be this much difference in printed results, from the selfsame original canvas.

For many years, we recall, advertisers of lard encountered difficulty the moment the lid was removed and the surface of the shortening exposed to view. The halftones left the impression that the product was not creamy white.

Then one day, a plate maker suggested cutting out this portion white on the plate, with no shading or shadows of any kind.

The result was what had been always longed for! Every other part of the wash illustration carried the halftone screen.

Practically the same thing happened in the case of a manufacturer of white enamel bathroom fixtures.

For years, in catalogue illustrations and in periodical space, the halftones never approximated the dazzling and immaculate qualities of the articles. Any number of expedients were tried, such as deepening the tones around the fixtures, but this availed little. And, all the while, that which was so obvious, did not occur to anyone connected with the organization—the cutting out of all of the whites on the products, save where there were shadows and lines of demarcation.

Even when the company went into full color, these whites were tooled from the sets of plates with equally satisfactory results. If you want a thing to look white then only white paper showing through will ever achieve the glitter and glow. The most delicate screen tone will destroy what you are after.

A flour campaign was driven to the tooling idea by many disappointments; likewise a series of illustrations featuring sheets and pillow cases. The latter story has to do with the mistake of an engraver. For three and a half years, the company had used halftones of bedroom scenes, without once realizing that these pictures represented less than 50 per

cent of the possible 100 of pictorial display and faithful reproductions of goods.

A holiday came and a set of plates was wanted in a hurry to catch a certain publication. A new engraver volunteered to do the work, and, believing that a good job might mean more orders, the chief of the department, studying the copy, gave orders to have bed spreads and pillow cases tooled out white although no such request had come from the customer. It seemed the only sensible thing to do.

When the advertiser saw the proof, he was very much astonished and at first could not make out just why it was that the results were so much better. Then it was explained to him that the products had been judiciously tooled out. That was why they shone, that was why they looked so white. The customer was looking at the white paper stock.

As we have explained, although in any number of instances, the tooling of white means greater selling value in an illustration because the whites are a part of the story, it is equally true that the average halftone, either from photographic copy or from a wash drawing, will bear a once-over search for tooling possibilities.

This is particularly true where there are vivid lighting effects.

Where printing conditions and paper stock are not all that could be desired, the desirability of the "doctored" plate becomes little short of urgent. It so often transpires that an advertiser, studying the advertising pages of a magazine, will remark:

"I can't understand this. Our halftones print poorly and yet, right on the next page, printed on the same paper, the same press and paper used, the other fellow's halftone is a gem. It's filled with pleasing contrasts. It must be in our originals."

No, not as a rule.

Examine the other fellow's illustration and you will discover that the plates have been expertly handled and that whites have been either cut out entirely, or vignetted.

Western Union Earnings Higher

The Western Union Telegraph Company, New York, for 1923, reports a gross revenue of \$111,733,560, as compared with \$105,447,748 for 1922; \$104,155,113 for 1921, and \$119,991,825 for 1920. After taxes, depreciation, and other charges, a net income of \$11,608,906 is shown. This compares with \$11,158,180 for 1922; \$9,633,808 for 1921, and \$12,785,722 for 1920.

In a review of the company's condition, accompanying the annual report, Newcomb Carlton, president, in part, states: "At close of 1923 there were 26,276 shareholders, an increase of 457 over last year. Of the total number 24,654 held 100 shares or less and 18,960 of these held 25 shares or less.

"The effect of wireless competition on ocean cable traffic has been closely observed for several years. It is our experience that where cables can be assured efficient land line connection, cables will hold the business as against wireless competition."

Agencies and Newspaper Representatives Meet

The New York Council of the American Association of Advertising Agencies and the Six Point League, newspaper publishers' representatives, recently held a combination dinner in the ballroom of the Commodore Hotel.

There were no prepared speeches or serious discussions of any kind, the nature of the affair being simply a social "get together." Collin Armstrong, chairman of the agency association's newspaper committee, made a few remarks apropos of the occasion and William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, gave a short witty talk on the subject of Truth. Stanley Resor, president, The J. Walter Thompson Co., Inc., also extended greetings.

The diners were entertained with a song and dance comedy skit by members of the Barton, Durdine & Osborn organization.

Brotherton Agency Becomes McKinney, Marsh & Cushing

McKinney, Marsh & Cushing, Inc., has been formed at Detroit to succeed the advertising agency business formerly conducted under the name of The Brotherton Company. W. H. Marsh is president; W. A. Banks, vice-president; George W. Cushing, secretary, and F. F. McKinney, treasurer. All of these officers were members of the agency under the original name of The Brotherton Company.

David H. Harris Dead

David H. Harris, second vice-president of the Standard Slide Corporation, New York, died recently at the age of thirty-seven years.

Furnace Copy Will Advertise Gas for Home Heating

"Reason why" copy will be used in the advertising of the C. B. Babcock Company, San Francisco, on the Babcock gas fired, warm air furnace. The advertising will make a general appeal for the use of gas for home heating. "The Babcock High Efficiency gas furnace has a number of specific advantages that are well adapted to use as sales arguments," W. Van Zandt, assistant manager, informs PRINTERS' INK. "All of these points will be employed in a series of advertising messages worded in non-technical language for the complete comprehension of the householder. "The major effort of our 1924 campaign will be concentrated on a series of advertisements in the daily newspapers supplemented by trade journals, and Babcock Messages, which are issued each month. A number of Babcock Messages during this year will feature the furnace.

"Our aim is to sell first service and second the appliance which guarantees to produce that service."

The comfort of housewide heat at the touch of a button, the satisfaction of snapping on the warmth before getting out of bed in the morning, and the freedom from the drudgery of firemaking are some of the selling points of the Babcock furnace which will be emphasized during the campaign.

This advertising will be handled by the Drury Company, of San Francisco.

Dominion Campaign for Empire Stove & Furnace Co.

The Empire Stove & Furnace Company Ltd., Owen Sound, Ont., will soon commence a national advertising campaign in Canada. The Hamilton office of the Federal Advertising Agency Ltd., will direct this campaign.

A. S. Hinds Company Appoints W. I. Fearing

W. I. Fearing, has been appointed export manager of the A. S. Hinds Company, Portland, Me., Hinds' Honey and Almond Cream. He was formerly production manager of Fearing, Whiton & Company, Boston.

Cleveland Lithographer Appoints C. A. Long, Jr.

The Otis Lithographic Company, Cleveland, has appointed Charles A. Long, Jr., its representative in Philadelphia. Mr. Long conducts a direct-mail advertising business in the latter city.

New Smoke Consumer Is Advertised

The Flanagan Smoke Consumer & Fuel Saver Company, Toronto, is using large space in Ontario publications to announce a new smoke consumer. This advertising is being placed direct.



**PERTINENT—
PRETTY—
PAINTED—**

— Good to look upon ; fine for some young fellow to take out. Can dance like a dervish—chatter like a magpie.

— But she's not your market, my friends. She doesn't read one newspaper or magazine a month.

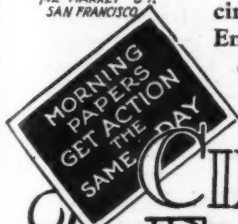
It's the big, strong middle class that makes up the market that you want: the class that earns money—that spends money.

If you want this class—in the Cincinnati market—The Cincinnati Enquirer has the coverage that most efficiently reaches it.

I. A. KLEIN
50 E. 42ND ST.
NEW YORK

I. A. KLEIN
76 W. MONROE ST.
CHICAGO

R. J. BIDWELL CO.
742 MARKET ST.
SAN FRANCISCO



The **CINCINNATI
ENQUIRER**

One of the World's Greatest Newspapers

Fraudulent Advertising Legislation Minus "Teeth"

A TRUTH-IN-ADVERTISING bill has been passed by the South Carolina General Assembly. As introduced, the bill was the PRINTERS' INK Model Statute. As passed, the "teeth" had been removed by amendment. In substance, the act provides that any person, firm, et cetera, who knowingly, with intent to sell merchandise, publishes or causes to be published an advertisement which is *intentionally* untrue, shall be guilty of a misdemeanor, etc.

The opposition encountered by the "Model Statute" is a familiar story in every State in which it has been introduced. Last week PRINTERS' INK reported the passage of the unamended "Model Statute" by the General Assembly of Virginia. It was the third attempt to secure an effective truth-in-advertising law. It resulted in success only after the combined support had been secured of advertising, business and civic organizations throughout the State.

Commenting on the result in South Carolina, L. H. Wannamaker, Jr., secretary of The South Carolina Merchants Association, which sponsored the bill, states:

"Unfortunately, we have in our General Assembly some members who appear very considerate of crooks and hesitate to pass any Act that might cause them annoyance. However, as this was the first attempt to get on our statute books any kind of an anti-fraudulent advertising law, we expected difficulty in passing the bill in its original form, and as this is at least a step toward our ultimate goal, we shall have to make the best of it until we can secure a stronger law. Even in the shape it is in, I am confident that we can use it effectively in abating many abuses on the part of advertisers in this State."

Lew Burnham, who for the last year has been on the copy staff of Yost, Gratiot & Co., St. Louis advertising agency, has resigned.

James McNally, Chicago Publisher, Dies

James McNally, vice-president of Rand McNally & Company, Chicago publishing house, died at Pasadena, Calif., on March 24, after fifty years in the map making, printing and publishing business. Educated in the Royal College of Physicians and Surgeons in Dublin he gave up a medical career at the age of twenty-three to join his brother, the late Andrew McNally, as publisher. He entered the house of Rand, McNally & Company in Chicago in 1869, going into the map making department.

Some years later he came into the offices of the company, taking charge of the pocket map department which he built up rapidly. He then entered on what was to be his principal work, the supervising and extending of the company's trade publications. It was wholly through his initiative that the house became interested in the field of juvenile fiction, a field in which he worked for many years with the ardor of a zealot.

Mr. McNally underwent a breakdown a few months ago when his wife lost her life in a hotel fire in Canada. He had gone to California for his health where his death came. He was seventy-six years old.

Standard Corporation to Publish Fashion Magazine

Modes & Manners is the name of a new fashion magazine which will be published by The Standard Corporation at New York. It will be issued monthly commencing with the June number. The new publication will be distributed by a group of eight department stores, located in Boston, Philadelphia, Pittsburgh, Toledo, Cincinnati, St. Louis, Los Angeles and San Francisco.

Vern C. Divine is president of the Standard company. Russell A. Brown, is vice-president of the company and general manager of *Modes & Manners*.

P. M. Fahrendorf to Join Fisher-Brown Agency

P. M. Fahrendorf has resigned from the Brown Shoe Company, St. Louis, to become secretary of the Fisher-Brown Advertising Agency, of that city. His resignation becomes effective April 7. Mr. Fahrendorf has been with the Brown company for more than ten years. During the last five years he has directed its advertising.

Taxi Account for Wood, Putnam & Wood

The Wood, Putnam & Wood Company, Boston advertising agency, has been appointed to direct the advertising of the Town Taxi Company of that city. A newspaper campaign is planned for this account.



Our April Issue the largest yet!

90 Advertisers—all leaders.

In construction—for example

Austin

Stone & Webster

Blaw-Knox

Swartwout

Ferguson

U.G.I. Contracting

Truscon

Widmer

The NATION'S BUSINESS

Washington

145,000 Circulation (Member ABC)



Reaches the Investor

The investor looks to his evening paper for the day's financial news, because his evening paper prints the news first.

In Cleveland the EVENING NEWS gives him the best in finance and markets, correctly told and ably digested, by outstanding authorities on this subject.

In Cleveland, B. C. Forbes, Stuart P. West, F. F. Duncan and William P. Heffernan write exclusively for the NEWS.

So, when there is a new offering or a message of saving to be broadcast to these evening readers the NEWS is the first choice of Cleveland's financial houses.

FINANCIAL ADVERTISING RECORD - YEAR ENDING DEC. 31, 1923.

<p>75% MORE LINEAGE THAN IS OTHER EVENING PAPER</p> <p>THE EVENING NEWS</p> <p>63.9% OF TOTAL IN BOTH PAPERS</p>	<p>PRESS</p> <p>36.1% OF TOTAL</p>
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Cleveland is an EVENING PAPER City

Financial Institutions want facts. They do not act on hearsay. Consequently, their consistent use of NEWS advertising space is a reliable barometer to follow.

And bear in mind too, these firms are on the spot. They know Cleveland.

In Cleveland advertise in the EVENING—
advertise in THE NEWS.

The Cleveland News and Sunday News-Leader are represented by George A. McDevitt Co., 303 Fifth Avenue, New York, and 914 People's Gas Building, Chicago.



and

Nationalizing "National" Advertising

Any campaign, to be truly "National," must reach all groups of prospective buyers.

Farm families comprise 44 per cent of our population—the largest single group.*

They buy approximately 52 per cent of all goods sold at retail in the Middle West.

But farm women subscribe for less than 25 per cent of the entire standard women's magazine circulation.

Therefore, *THE FARMER'S WIFE*, circulating almost 100 per cent among farm women, is necessary to complete any "national" campaign to women.

* Ask us for "Division of Population by size of Towns and Cities."

THE FARMER'S WIFE

The National Magazine for Farm Women

THREE-QUARTERS OF A MILLION MONTHLY

Published at ST. PAUL, MINNESOTA

WALLACE C. RICHARDSON, Inc.
95 Madison Ave., New York

STANDARD FARM PAPERS, Inc.
Transportation Bldg., Chicago

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Co-operative Steamship Campaign Opens Opportunity for More Institutional Advertising

Number of Trans-Atlantic Lines Co-operate in Publishing Sailing Dates
Which Are Now Part of Regular Advertising

FOR years the Trans-Atlantic steamship lines have been faced with a disagreeable advertising problem. The steamship business is highly competitive, and every line has desired to place its greatest emphasis on such points as service, ships, speed, equipment, etc. These are real selling arguments when a steamship company is talking to a tourist.

At the same time, however, the lines found themselves forced to give a certain amount of space to sailing dates. Now a sailing date is in no sense a sales argument, and yet it is important that travelers know when steamships leave and sailing dates had to be made a part of steamship advertising.

This meant that the lines, in preparing their copy, had to put everything in it, including the metaphorical kitchen stove, and yet keep selling uppermost. It was as though the Pennsylvania Railroad found it necessary to include a condensed time-table in each one of its advertisements.

The larger lines have been breaking away from this type of copy as much as possible, running purely institutional campaigns which had nothing to do with sailing dates, and at the same time running other advertisements which were made up of sailing dates alone. The Cunard series on its ships and captains, already described in *PRINTERS' INK*, furnishes an excellent example of the best type of institutional copy. All the time this was running in the newspapers, however, the company was also publishing copy which gave sailings for several months in advance.

If the big companies found this situation disagreeable, the little fellows found it even worse. The

small line, with only a few ships, could not afford a large appropriation and found that what little money it could spend on advertising had to be spent almost entirely on listing sailings. Some of these companies tried to do away with publishing sailing dates, putting a line in the copy which read, "Write for sailing dates," or "See our agents for sailing dates," but soon found that neither tourists nor agents would stand for the omission of sailings. So they went back to their old form of advertising which had about as much selling in it as the first page of an Erie time-table.

DIFFICULTY IS SOLVED

It was only natural, therefore, that some solution of the difficulty would be sought and it has been found in a co-operative sailings list in which most of the Trans-Atlantic companies will list their sailings. This list is to be published in newspapers all over the country on certain specified days under the heading "Sailings to Europe."

There are several interesting features of the campaign: First of all the companies are listed alphabetically, beginning with the Baltic American Line and ending with the United States Line. No company will get a more prominent position than any other and each line will have an equal opportunity to list sailings.

Second, no line has to list all its sailings in every advertisement. One line can use a single newspaper in a city for only one day a week, or it may use all the newspapers in which the sailings will appear for every day when the list of sailings are scheduled. Also a line may give as many sailings as it desires in a single ad-

vertisement, perhaps listing only a few sailings during the week and giving its sailings for several months in the copy for Sunday.

Third, the advertising is billed on a pro rata basis, each line paying its share of the campaign on the basis of the amount of space used.

So far as the physical make-up of the co-operative advertisement is concerned, it is nothing more than a bare list of sailings. No attempt is being made to sell Europe through the use of illustrations, unusual layout, etc. The advertisements are merely such lists as the newspapers might print for their readers.

It is entirely possible, however, that the mere presence of such a list, backed by other advertising, will have its effect on stimulating travel across the Atlantic.

At present not all of the Trans-Atlantic lines are using the idea, although the following companies are participating: Baltic American Line, Canadian Pacific, Cunard and Anchor Lines, Fabre Line, French Line, Hamburg American Line, Holland American Line, Lloyd-Sabaudo, Navigazione Generale Italiana, North German-Lloyd, Norwegian American Line, Royal Mail, Scandinavian American Line, Transatlantica Italiana, United American Lines, Harriman Line, and United States Line. Other companies are expected to join as soon as certain details have been arranged.

The benefits hoped for are many. First of all, the campaign will give the steamship lines a chance to devote their general advertising space to institutional selling copy. No longer will they have the sailings millstone around their necks. They will be given a chance to do some real selling advertising without the necessity of diminishing its force by the inclusion of sailings.

Second, the smaller lines will be given an opportunity to devote some space to real selling. Because of the economies possible due to large space contracts, money will be released for advertising featuring various points of

service, etc., that can be offered.

Third, it is hoped that with the "Sailings to Europe" copy as a nucleus steamship companies will be led to more advertising than they have in the past, each line wanting to tie up as closely as possible with the sailing lists.

The advantages to the tourist are very obvious. He has always before him a list of sailings which will save him a great deal of time now used in running through all the individual advertisements to find sailing dates that suit his needs.

One of the most interesting features of the campaign is that a number of competing companies are going into a co-operative campaign because such a campaign will give them an opportunity to get out a better type of competitive copy, which will enable them to fight all the harder for business.

Has Neutrodyne Radio Account

The Hazeltine Corporation, Hoboken, N. J., owner of radio Neutrodyne patents and trade-marks, and the Independent Radio Manufacturers, Incorporated, exclusive licensee of the Hazeltine Corporation, New York, have appointed Doremus & Company, advertising agency of the latter city, to direct a co-operative advertising campaign on Neutrodyne radio receiving sets.

Office Managers to Meet in Canada

The fifth annual conference of the National Association of Office Managers will be held at Niagara Falls, Ont., on June 12, 13 and 14. The program will include a discussion of the following subjects: "The Office Manager's Responsibility"; "Destroying Old Records"; "How to Meet the Demand for Office Help"; "Branch Office Control" and "Salary Standardization."

John Paul Dorland to Direct Wildwood Campaign

John Paul Dorland, Inc., Philadelphia advertising agency, has been appointed to direct the advertising of Wildwood, N. J., a vacation resort, during the coming year.

This agency also has obtained the accounts of the Victor Parting Bead Company, Reading, Pa., and the Wholesale Oyster Men's Association, Philadelphia.

Send Us Your Specifications

DON'T hesitate to send us specifications for your printing. If you have had the thought that our price will be high, you may be surprised.

Especially on large edition catalogue or booklet or folder work, we have some rather unusual methods and equipment at your disposal.

Let us hear from you

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

A President's Letter of Introduction to New Salesmen

How George H. Williamson,
Head of the Company Making
"Oh Henry!" Chocolate Bars,
Gets the Idea of "Mutual Obligation" to a New Salesman in a Letter

PRESSURE of work makes it difficult for many chief executives to meet new salesmen personally. This is especially true where a concern has sales branches in distant cities. Frequently a solution to this problem lies in the use of a personal letter.

But how should this letter be written? **PRINTERS' INK** has received a letter which is an excellent example in answer to this question. It ties up the interests of the salesman with those of his company in one important thought—their mutual obligation.

The particular letter was written by George H. Williamson, president of the Williamson Candy Company, Chicago, maker of "Oh Henry!" chocolate nut bars, to a new member of the Brooklyn sales staff. Here is the letter Mr. Williamson wrote:

"For a month, I've been seeing your name on the Brooklyn reports. It's about time I introduced myself and wished you luck. Everybody has luck—in proportion to the amount of persistence and perspiration he puts into what he's doing. That's why I hope you have lots of luck.

"They're a good bunch in the Brooklyn organization. I can say that because I'm not there much—and they're getting better. Unless — made a mistake, you belong with a good bunch, to hold up your end and make it still better.

"A few million times a month, trade papers and business educators tell us that a good organization is the whole thing. In spite of that it's still true, but there's one point few of them ever mention. That's the matter of mutual obligation.

"I don't know if you ever thought of it, but our little business in Brooklyn is probably buying shoes for around six or seven hundred folks and keeping food on their pantry shelves, to say nothing of keeping some of 'em in school and good homes.

"When you sell a few hundred boxes more in your section, a few more people go to work who can begin to meet the landlord with a smile, and send the kids to school well fed and well clothed. That responsibility rests on you, and all the others in the organization with brains enough to realize it.

"At the same time everyone is working to help you sell that few hundred extra boxes. When the boy melting the chocolate does his work well, the girls wrapping in the north end do as good a job as they can, and the fellow stenciling the cases makes sure the right routing is marked on them, they are working with you to help you help them help a few others get the necessities of life out of Oh Henry!

"You've been on the job a month now and by this time, you know that taking an order when it's handed you isn't much of a job. Your predecessor did that quite well. The real job is in helping the jobber and the jobbers' salesmen help themselves—and you—by selling a few more boxes than they used to sell.

"The best men we have out here are the ones that study each town as a doctor studies each patient, separately, from all angles, to determine how best to build it up. Each town takes a little different treatment.

"Our business is somewhat like entering a six-man team in a relay race. If one man falls down, the chances of the team winning is reduced very much.

"The whole factory runs in the first lap; our salesmen run the second; the jobbers next; then jobbers' salesmen; next the retailer, and, finally, the consumer crosses the finish line.

"The game is to make each succeeding one go like hell from start to finish and it's your individual job to see that the jobber

Press-Tested Electrotypes

The Test Proof Tells

Our Special Test
Presses prove the
printing quality of
Reilly plates *before*
they're delivered.

You need take no
more chances on
electros.

The Test Proof Tells

REILLY

Electrotype Co.

209 West 38th Street, New York

TELEPHONE FITZROY 0840

No Order Taking Here It's Salesmanship

HORACE LINK & COMPANY of Paris, Illinois, serves 2,600 families. Paris has a population of but 7. This store covers a territory thirty-five miles in radius.

Fourteen people are employed in the establishment, three delivery trucks are maintained, and about 3,000 inches of newspaper space is used for advertising purposes per year.

The average total volume of yearly business runs around \$250,000.

Buyers from this store attend the markets in Grand Rapids, Chicago, and Evansville. This institution is representative of the progress of the furniture dealer to be found even in these smaller communities.

As an example of the complete service rendered, you will find on the floors the following, in addition to other items:

Awnings (hammock)	Ends (book)	Pillows
Bassinet (baby)	Frames (picture)	Records (phonograph)
Baskets	Furnaces (pipeless)	Refrigerators
Bedding	Hammocks	Rods (curtain)
Benches (piano)	Hampers (clothes)	Rugs
Blankets	Heaters	Screens (folding)
Cabinets (kitchen)	(kerosene, gas, electric)	Sets (telephone)
Cages (bird)	Humidors (cigar)	Sewing Machines
Candlesticks	Ladders (step)	Shades (lamp & drape)
Carpets	Lamps (all types)	Shades (porch)
Carpet Sweepers	Linoleums	Stands (all types)
Carriages (baby)	Mats (all types)	Stools
Casters (including slides)	Matting	Stoves (coal and wood)
Chairs (folding)	Mirrors (all types)	Stoves (coal and gas)
Chests (all types)	Novelties (smokers')	Stoves (oil)
Cookers (fireless)	Mattresses	Stoves (cook)
Cots	Pedestals	Stoves (heaters)
Cradles	Phonographs	Swings (porch)
Cribbs	Pianos	Tapestries (miscellaneous)
Curtains and Draperies	Piano (player)	Tassels (curtain)
Cushions	Pictures	Vacuum Cleaners
Desks (office)		Washers (clothes)

The Grand Rapids Furniture Record is read each month by Mr. Horace Link, Mr. Paxson Link, Mr. Dick Link, and by fourteen employees.

Mr. Paxson Link
HORACE LINK & COMPANY

Members The A. B. P.

The Grand Rapids Furniture G R A N D R A P I D I

CHICAGO CINCINNATI PITTSBURGH LOS ANGELES PHILADELPHIA NEW YORK



furniture retail merchandiser is, by reason of his progressive policy, of the most important outlets in every community.

an indication of the volume of business done on various items in relation to the total yearly volume, the following percentages will be interesting:

Floor Coverings	- - - - -	19.83%
Musical Instruments	- - - - -	7.76
Draperies	- - - - -	7.59
Furniture	- - - - -	44.37
Stoves, ranges and furnaces	- - - - -	20.45

Total 100.00%

Reprints of this series of statistical data will be forwarded executives for filing upon request.

Members The A. B. C.

Furniture Record

D I C H I G A N

NEW YORK

WASHINGTON, D. C.

MELBOURNE, AUSTRALIA

is as enthusiastic as you are. That can be done but you've usually got to pace him and help him start his salesmen right so they can carry on. Any weakness along the line keeps the goods from the consumer that much longer and reduces the slice of the prize we all get.

"That's what I call organization, don't you?"

"I hope you'll be with us for the long pull and progress rapidly. Am looking forward to meeting you and seeing the other boys in a couple of weeks."

Macy Reports Increased Sales and Profits

R. H. Macy & Company, Inc., New York department store, for the year ended February 2, 1924, reports net sales of \$51,232,360, as compared with \$49,615,229 for fifty-three weeks ending February 3, 1923. The cost and expenses are given as \$47,494,473 for the last year, and \$46,068,287 for the previous period. Net profit after Federal taxes is reported as \$3,337,887 in the 1923 fiscal year as against \$3,136,942 in the 1922 fiscal year. Good-will is carried on the company's books at a valuation of \$7,000,000.

Newspaper Campaign for Climalene Company

The Climalene Company, Canton, Ohio, manufacturer of Climalene and Bowlene washing compounds, is conducting a thirty-six-week newspaper campaign in fifteen States, using 147 newspapers. The account is handled by the W. S. Hill Company, Pittsburgh advertising agency.

With Reading Chain & Block Corporation

Phillip Howard has been appointed sales and advertising manager of the Reading Chain & Block Corporation, Reading, Pa. This company manufactures the Everedy electric hoist and other material handling equipment.

S. H. Jack Joins the Acorn Press

Stanley H. Jack, for the last two years manager of the Omaha office of The Potts-Turnbull Company advertising agency, has become associated with The Acorn Press of Omaha, Nebr.

Bosch Magneto Earnings Gain

The American Bosch Magneto Corporation reported operating profits of \$148,711 for 1923, as against \$25,914 in 1922. Net profits last year amounted to \$94,075, after reductions for reserves and inventory.

Making Campaign to Increase Hotel Consumption of Figs

The California Peach & Fig Growers, Fresno, Calif., Blue Ribbon peaches and figs, have established sales service offices at Chicago for the purpose of giving service to purchasers of association products. E. M. Boland, manager of publicity and advertising of the organization is in charge for the present.

The office has been established in pursuance of a campaign in eleven of its most active markets in the United States, to further the sales of canned figs, particularly through hotels, restaurants, cafes and cafeterias. Newspaper advertising is being directed to people eating in these places, urging them to use canned figs as a part of their daily menu. The newspaper advertising campaign is being followed up by specialty men who call on the various hotels and restaurants in the interests of association products.

The association is also conducting a campaign to increase the consumption of figs by their use in fig bread and is doing this through the bakers of the country.

C. R. Bollert Manufacturing Company Appointment

E. G. Hogarth has been appointed sales manager of the C. R. Bollert Manufacturing Company, Kitchener, Ont., manufacturer of Maple Leaf cattle mineral. He was formerly advertising manager of the Ford Motor Company of Canada.

H. S. Le Duc Joins American Engineering Company

Howard S. Le Duc, formerly advertising manager of the Charles Beck Company, Philadelphia paper house, has become advertising manager of the American Engineering Company, also of Philadelphia.

Appoint Thomas F. Clark Company

The Gadsden, Ala., *Times-News*, and the Goldsboro, N. C., *Argus*, have appointed the Thomas F. Clark Company, New York, as their exclusive national advertising representative.

Coal Account for Cincinnati Agency

The Middle West Coal Company, Cincinnati, has placed its advertising account with The Henry B. Flarsheim Company, advertising agency of that city.

Baer Agency Incorporates

The Baer Advertising Agency, New York, has been incorporated under that name. Dr. Berthold A. Baer is president, and Leah Baer is secretary and treasurer.

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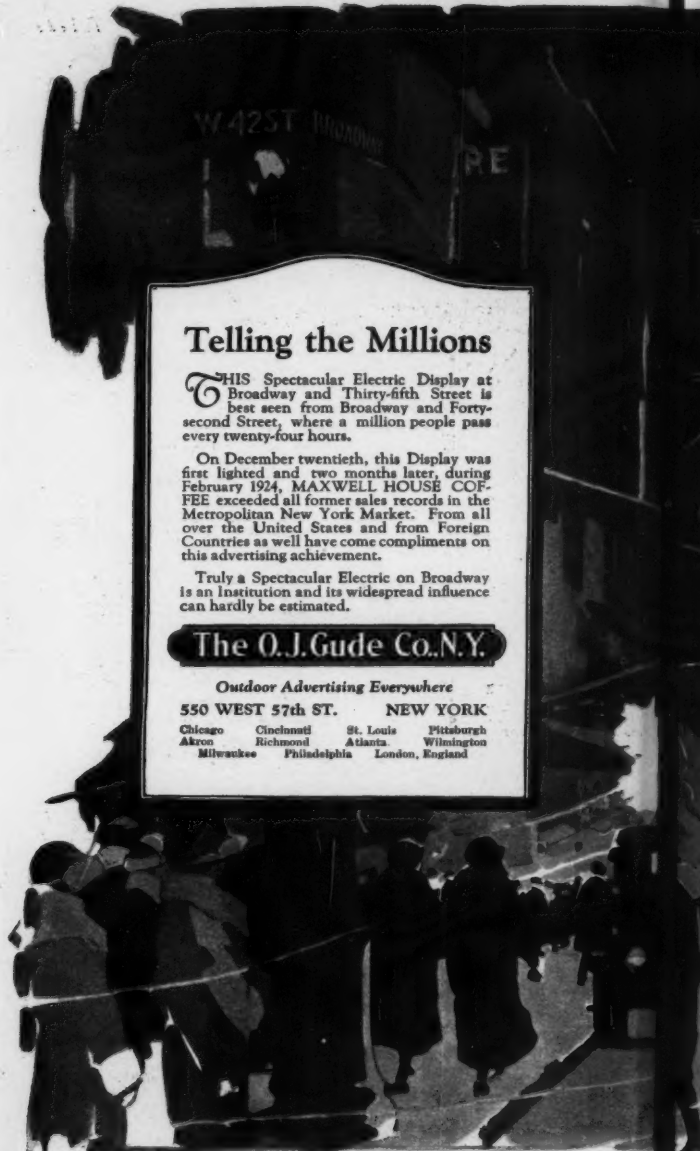
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Telling the Millions

THIS Spectacular Electric Display at Broadway and Thirty-fifth Street is best seen from Broadway and Forty-second Street, where a million people pass every twenty-four hours.

On December twentieth, this Display was first lighted and two months later, during February 1924, MAXWELL HOUSE COFFEE exceeded all former sales records in the Metropolitan New York Market. From all over the United States and from Foreign Countries as well have come compliments on this advertising achievement.

Truly a Spectacular Electric on Broadway is an Institution and its widespread influence can hardly be estimated.

The O.J.Gude Co..N.Y.

Outdoor Advertising Everywhere

550 WEST 57th ST.

NEW YORK

Chicago

Cincinnati

St. Louis

Pittsburgh

Akron

Richmond

Atlanta

Wilmington

Milwaukee

Philadelphia

London, England

Good to the last drop

**Maxwell
House
Coffee**

The OJ Gude Co. N.Y.



Jon. O. Drubaker



Written "on the spot"

Desk-made dreams and swivel-chair guesses find no place in *National Petroleum News'* editorial columns.

OFFICES:

CLEVELAND
812 Huron Road
CHICAGO
360 N. Michigan Ave.
NEW YORK
342 Madison Ave.
TULSA, OKLA.
608 Bank of Commerce
Building
HOUSTON, TEXAS
614 West Building

Qualified editors travel continuously, all over the United States, Mexico and Canada, collecting at first hand the accurate and latest oil news demanded by oil executives.

NATIONAL PETROLEUM NEWS

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How Advertising Can Help Sell Heavy Machinery

Market Is Thin, But Prospective Customers Will Be More Receptive When the Time Comes to Buy

By H. S. Strouse

Of Pawling & Harnischfeger Co., Milwaukee

THE manufacturer of heavy machinery spends a smaller percentage of his gross sales for advertising than any other class of manufacturer. Is this because he is not sold on the merits of advertising or because his selling problem is different?

An analysis will show that the latter is correct. The heavy machinery manufacturer (and by this I mean one whose product sells for \$5,000 and upward) cannot afford to spend such a large percentage as the shoe manufacturer or the canned goods packer.

In the first place the market for heavy machinery is a very thin one. The potential customers are usually well known and a limited amount of well-directed advertising can cover the field nearly 100 per cent.

A second factor which the machinery manufacturer must keep constantly in mind is that his selling costs are necessarily very much higher than those of the manufacturer of low-priced goods.

The chewing-gum or canned soup manufacturer can create a market for his product, but generally speaking the traveling crane or hydraulic turbine manufacturer cannot. If he could create a market the cost would be so excessive that there would be no profit. However, the machinery manufacturer by advertising can keep the merits of his product before the user at all times, and when the opportunity for a sale does come, his product will be well and favorably known and he will probably get a chance at the business which is let.

A market can be created for a new product which will cut production costs. If a new machine

is brought out which will reduce by one-half the time, let us say, for machining an automobile fly-wheel, beyond a doubt advertising can create a direct market for this machine which will result in sales.

When the salesman for a well-advertised product sends in his card to a prospect, he is usually welcomed as the representative of a favorably known company. Once admitted into the office of his prospect, the salesman does not need to waste his valuable time selling his company. He can spend the time selling the product. In this way advertising can probably reduce the time of the average machinery salesman's missionary call by at least 50 per cent which means that twice the number of calls can be made. In effect, then, the advertising is doubling the size of the sales force at a very small cost which even the most skeptical will admit is distinctly worth while.

DON'T JUDGE ON INQUIRY BASIS
ALONE

I believe many machinery manufacturers judge advertising entirely too much by the direct inquiries which they receive. Of course, when a new bulletin is advertised, the advertiser has a right to expect a number of inquiries, but if he is simply advertising his product, he cannot hope to pull inquiries from people who are not interested at the time. He should remember, however, that if he can get across his message at regular intervals, returns will come eventually although a period of years may elapse.

Sometimes sales are made as a result of inquiries from advertising for which advertising never receives any credit. I refer now

to inquiries that go directly to branch offices.

We had a case where a man sent his inquiry in to a branch office as a result of an advertisement. A sale for about \$15,000 worth of machinery was made, but the branch office never indicated the source of the inquiry to us until several years afterward, when it accidentally turned up.

For thirty years my company has been building electric traveling cranes and hoists. About ten years ago we began building gasoline-driven excavating machinery mounted on corduroy (caterpillar type) traction. We conceived the idea of using this as a locomotive crane in and around industrial plants.

Our previous advertising of this product had been to contractors and many of our industrial customers did not even know we built this type of equipment. We therefore laid out a campaign among industrial plants describing our corduroy crane. Our campaign was carried on in metal and industrial papers and was supplemented with direct mail and a special eight-page bulletin.

In every advertisement we laid special emphasis on our thirty years' experience as crane builders, which we felt should give us a certain amount of prestige and which would aid in gaining immediate acceptance for a corduroy traction crane.

Our campaign cost about \$2,000 and over \$100,000 worth of machines were sold to industrial customers in less than a year's time and a large number have been sold since. Of course, every deal was actually closed by a salesman, but there is no question that the advertising was in a large measure responsible.

We had a similar experience in establishing our gasoline shovel in the logging industry, although in this case we did not start the campaign until after a shovel had been sold to a prominent logging company. This gave us the ammunition to start our campaign. At a comparatively small expense thirteen machines were placed in

a period of a year and a half. Here again I do not wish to minimize the work of the salesman, for without the salesman we could not have sold these machines, but the advertising did certainly help to pave the way.

Another form of advertising that I think is especially good for the machinery manufacturer is the general reference catalogue. When I first went into advertising work I used to think that big reference catalogues were so big and bulky that no results could be obtained from them. After I started checking returns I changed my mind, for I found that very low cost bona fide inquiries resulted and from very good companies.

CULTIVATION THAT BRINGS ACTION IN THE FUTURE

As was stated above a man cannot be sold a piece of machinery if he has no need for it, but if he regularly gets a sales message on a certain class of machinery over a period of years, he is going to inquire into the product advertised when he is in the market.

When an inquiry is received from a publication advertisement, the name should be immediately placed upon the mailing list, for the individual who sent the inquiry has shown that he is susceptible to advertising and he is one of the most valuable prospects for direct mail.

I think the principal trouble with most mailing campaigns is that there is no concerted plan. If the product is seasonal then the best months for mailing should be selected with great care.

A great many builders of contractors' machinery, for instance, send out all of their mailings during the busy months when most machinery is bought, but to my mind this is wrong: The proper time for the shovel or paver manufacturer to begin his mailings is in January and February when the contractor has very little to do. He may not respond very readily during these months, but his mail is light and he will have the time to read and study direct-mail literature which will affect



Calling the Men From the Field

INSUFFICIENT coverage by correct advertising media often causes recall of salesmen from an apparently hopeless field. Support the field representative with a localized medium—the Country Weekly Newspaper. "You reach an audience it would be difficult to approach in any other manner." Charles M. Schwab, the world's greatest salesman, wrote that to us. 60,000,000 rural consumers read the 8,000 Country Weekly Newspapers we represent. The Country Weekly Newspaper is read more intensely than any other advertising medium. It is the community forum. It is a family event in home town life. To its readers every advertisement has news interest. We invite agents and advertisers to investigate our service system.

American Press Association

225 West 39th Street, New York

EXECUTIVES

John H. Perry, President

Emmet Finley, Sec'y and Gen. Mgr.

William Griffin, Vice-Pres.

George A. Riley, Treas.

PRINCIPAL OFFICES

55 Sutter Street, San Francisco

122 South Michigan Avenue, Chicago

1015 Chestnut Street, Philadelphia

Central Building, Seattle

Kresge Building, Detroit

COUNTRY NEWSPAPER HEADQUARTERS

his decision later in the year when he does buy.

Another thing which the machinery manufacturer should do is to write the whole campaign at one time. When this is done a regular sequence with fitting climaxes can be worked out. This plan offers the additional advantage of great economy in printing for frequently the campaign can be laid out on a sheet of mill-run stock so that every last bit of paper stock can be utilized. By following this plan we recently got 100,000 envelope stuffers and small mailing pieces "for nothing," since ordinarily these pieces would have turned to waste.

Bulletins are valuable first because they are an authentic source of information for the sales force. Secondly, the bulletin can do missionary work at the very lowest possible cost. A salesman at best can make but few calls per day, but a bulletin can make hundreds or thousands if it is so desired.

The important thing is to get the bulletin in the hands of the proper person and to see that he keeps it.

The best way to see that a bulletin is kept is to see that it is a good job done by a good printer on good paper stock with good cuts and good layout. We are all more or less thrifty and when a bulletin which obviously has some intrinsic value gets into a prospect's hands you may make certain that he will save it and that it will bring in results.

I know one machinery manufacturer who spends large sums of money on his publication and direct-mail advertising, but who has stinted his bulletins so that they are really of very little value to his sales force. As a result he gets a great many inquiries, but the percentage of inquiries that he closes is much less than the average for this class of machinery because his bulletins do not sell. His sales force has complained bitterly about his bulletins and recently he has taken steps to rectify this condition.

A bulletin must be complete in every respect. If it is complete it

reduces by at least two-thirds the amount of correspondence between the sales department and the prospective customer and also between the home and branch offices.

A bulletin should include every talking point that can be mustered and the more important talking points should stand out clearly.

There should be liberal use of large illustrations showing the various parts of the machine with the important features indicated by arrows printed in a second color if possible.

Where machinery of standard types is built complete, clearance diagrams should always be given. Such information is always invaluable to architects and engineers who must take into account machinery clearances when designing buildings.

WATCH THE GEOGRAPHICAL ANGLE

Working installations are also of invaluable assistance. Great care should be taken that installations are selected from various parts of the country instead of getting a large number from one location simply because the securing of photographs is convenient. A man in San Francisco is not nearly so much interested in an installation in New York as in one in Los Angeles.

Testimonials and lists of customers should always be included in a bulletin. If an advertiser can show that some of the largest and best people in the world are using his product that is one of his best talking points. If there are many repeat orders this also should be given.

Many manufacturers hesitate to put too much information in their bulletins because they fear that it will get in the hands of competitors, but such a view is not justified because a wide-awake competitor can get all the information he wants regardless of what steps you may take to prevent him from so doing.

It is an interesting thing to observe that every time a new bulletin comes off the press, sales in the machinery described go up. I

Again—

HARPER'S BAZAR
HAS BETTERED ITS OWN
BEST RECORDS



In Advertising Revenue
the APRIL
Harper's Bazar is

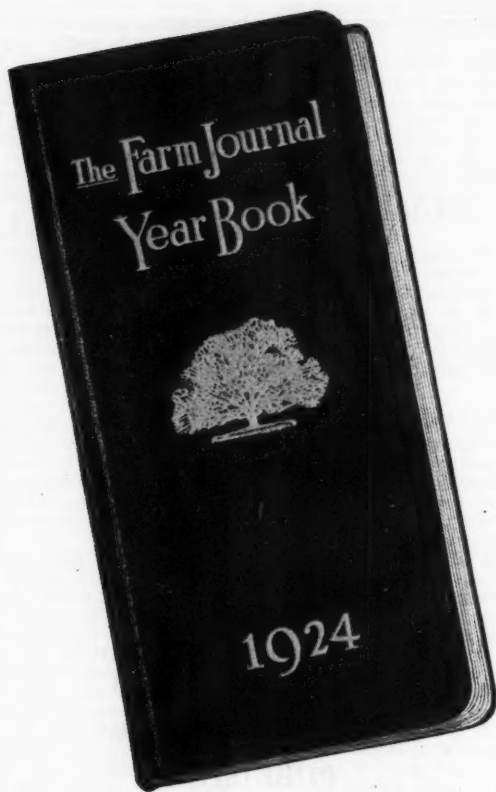
The BIGGEST ISSUE
of
HARPER'S BAZAR
WE HAVE EVER
PUBLISHED

Harper's Bazar

2/- IN LONDON

50c

6 fr. IN PARIS



This 216-page, vest pocket encyclopedia is packed full of the most important statistics on farms, farm families, farm property, farm crops and livestock—so well arranged, classified, and indexed, as to be available instantly.

Sales and advertising executives of firms advertising in The Farm Journal have received complimentary copies. A limited number are available for restricted distribution among others who need such a book—

At the nominal price of \$1.00 per copy.

Can You Answer These Questions?

How many people in the United States have incomes over \$1000? Over \$1,000,000?

What is the value in each state of all farm property? Of land and buildings? Of livestock? Of crops?

How much baking powder do farm families buy? Coffee? Face cream? Flour? Linoleum? Lubricating oil? Paint? Soap or other merchandise?

What percent of farm income from livestock in each state? From livestock products? From crops?

How many farmer's cooperative marketing associations in the United States? How many farmers sell through these associations? How much do these sales amount to?

What is a Federal Farm Loan Bank? How many are there? What is the difference between the Federal Farm Loan Banks and the Joint Stock Land Banks?

How many automobiles on farms? How many trucks?

What percentage of country houses have running water, telephones or electric lights?

How many men, women, boys and girls in the United States? On farms?

How many automobiles of each make in each state?

How many dealers in each line in each state?

When do farm people buy? Where?

How many families in the United States? How many houses? In towns? In country?

How many towns are there of 500 to 1000 population in each state?

How many personal income tax returns in each state? Total paid? Average paid?

What is the circulation and advertising rates of the leading general magazines? Women's publications? Farm papers?

*The Answers to These Questions
Are in The Farm Journal Year Book*

The Farm Journal

first in the farm field
New York Philadelphia Chicago

have noticed this on many different occasions.

We published in November, 1923, a thirty-two-page bulletin on gasoline shovels, the most complete book ever prepared on this subject. Despite the fact that business in contracting machinery is usually poor the last two months of the year, there was a marked pick up in sales in December, a month after the bulletin was distributed. I do not say that the increase was due entirely to the bulletin, but I know of one sale directly influenced by the bulletin and there is every reason to believe that it was responsible in a large measure for the other sales.

Of course no advertising alone can sell a \$10,000 piece of equipment. There are too many items which must be settled by personal negotiation and almost invariably it is necessary for a salesman to close the deal.

As was stated at a recent machinery convention, a well-made engine could probably run without oil, but it will certainly do a lot more effective work if lubricating oil is applied. In the same way a good sales force could sell some machinery with no advertising assistance, but advertising is a powerful lubricant which allows the sales effort to be applied in useful work instead of being wasted in overcoming useless resistance.

C. H. Dimick Heads Dictograph Products

C. H. Dimick has been elected president of the Dictograph Products Corporation, New York, succeeding Charles H. Lehman, resigned. Mr. Dimick formerly was with the National Lead Company, New York, as general manager of ammunition. More recently he has been vice-president of the United States Radium Corporation, also of New York.

Edgar Lowe, vice-president of the Dictograph company, also has been elected treasurer. He succeeds H. M. Delanoie who has resigned.

"Building Materials" Appointment

Building Materials, Detroit, Mich., has appointed H. E. Warner as Western manager at Chicago.

Urged to Use Government Services

"Use the service your Government provides," was the advice given by Percy Owen, recently appointed chief of the automotive division of the United States Department of Commerce, at a luncheon given recently in his honor at New York by the Boosters' Club.

"The Department of Commerce has a list of 300,000 business firms in every country of the world, from Argentine to Zanzibar, and detailed reports on 100,000 of them," Mr. Owen told representatives of the National Automobile Chamber of Commerce, Motor and Accessory Manufacturers Association and of automotive export organizations, who were present. "It's the biggest list of business prospects in the world," he said, "and one of the best, and American manufacturers and exporters should use it to the fullest extent. The automotive division of the Department is organized entirely to meet the needs of the American automotive exporters, and its specialized services of advice and information are of great value to the industry. It is literally a clearing house of foreign-trade opportunities, linking the world's chief source of automotive products to the world's biggest potential markets."

May Department Stores Sales Increase

The May Department Stores Company and subsidiaries, report sales totaling \$90,997,655 for the fiscal year ended January 31, 1924. This figure compares with \$61,685,253 for the 1923 fiscal period ending in 1923; \$58,981,639 in 1922, and \$68,254,716 in 1921. The total net income shown for the last fiscal period was \$7,855,542 which compares with the three previous fiscal periods, in the order given, \$6,279,232 in 1923; \$5,138,707 in 1922, and \$6,029,675 in 1921. Good-will, trade-marks, etc., have been carried on the company's books since 1919 at a valuation of \$15,015,226.

Ward E. Jewett with Sackheim & Scherman

Ward E. Jewett has become associated with Sackheim & Scherman, Inc., New York advertising agency. For the last sixteen years he has been with Robert E. Ward, Inc., publishers' representative. Mr. Jewett left the Chicago office in 1912 to become manager of the New York office.

He is succeeded in the latter position by H. B. Gramm, who had been manager of sales in Ohio.

Forms Advertising Business at Salt Lake City

J. Y. Tipton, recently advertising manager of the Covey-Ballard Motor Company, Salt Lake City, Utah, has formed an advertising business at that city. The advertising of the Covey-Ballard company will be handled by Mr. Tipton.

And we have
just started —

THE April and May issues of Cosmopolitan reached a lineage mark we haven't hit since the boom year of 1920. And the circulation is growing steadily—the May print of 1,304,000 is 100,000 more than last May. Going some for a magazine selling at 35c.!

A. C. F. Hammond, Jr.

BUSINESS MANAGER

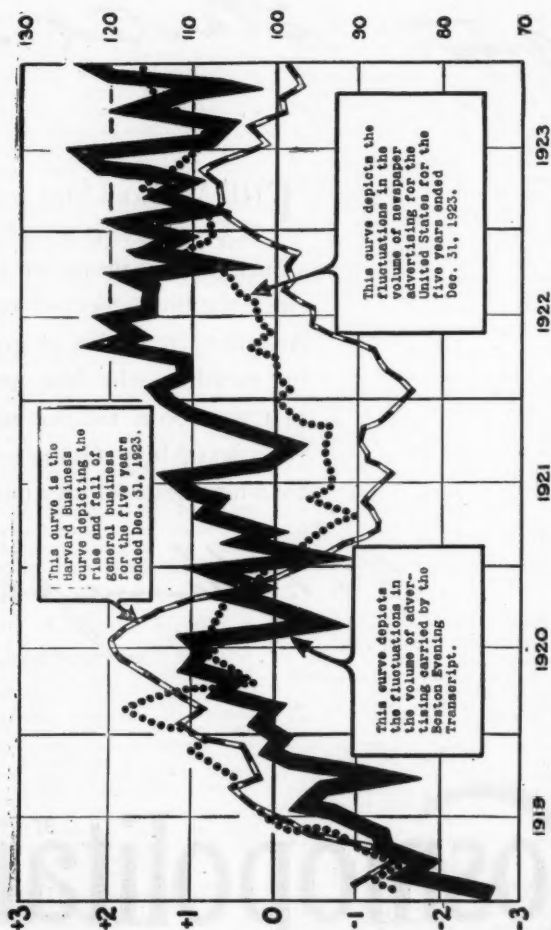
Cosmopolitan

35 Cents

The proof of a magazine is in the reading.
That's why more than a million people buy
Cosmopolitan voluntarily at 35c per copy.

HARVARD ECONOMIC SERVICE

THICK



This chart was prepared gratuitously and of its own initiative by the Harvard Economic Service. It shows that advertisers now buy graded, selected A1 readers—no more run-of-the-mill readers

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SERVICE MADE HIC HART

Study the chart opposite. It proves conclusively that men with goods or service to sell recognize the **Boston Evening Transcript** as the indispensable ally of successful business.

Note the last three years! When business is fighting for survival, when every dollar must do double duty, see how the **Transcript** volume holds up!

Compare the rate of growth—observe that advertising in the **Boston Evening Transcript** has increased at an emphatically higher rate.

What underlies this phenomenal comparative showing?
DISCRIMINATION!

No longer do advertisers buy simply circulation. They insist on—**Buying Power**. They choose the paper whose readers are in that happy class whose buying is steady, whose incomes put them beyond the reaches of depression, whose buying does not fail the merchant when he needs it most.

The readers of the **Boston Evening Transcript** represent an unequalled concentration of buying power—and advertisers are proving that they know it

Boston Evening Transcript

Highest Ratio of Buyers to Readers

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

It shows that advertisers now buy graded, selected Ad readers—no more run-of-the-mill readers

If there Ever Was a One-Paper Town- It's Birmingham

*Ask Anybody
Who Ever Investigated
The Situation Down Here*

Net Paid
Circulation Greater than

<i>Daily</i>	<i>Sunday</i>
78,000	91,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

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The Gorton-Pew Fisheries Turn a By-Product into an Advertisable Product

Advertisers of a Long List of Fish Products Now Advertise a Liquid Glue Made from Material Formerly Sold to Other Manufacturers

By Ralph Crothers

JUST when the average business decides that it has a full line of items and begins to think of itself as an establishment, some overlooked by-product is liable to turn up to prove once more that a business is never finished with its potential opportunities. The thing is happening every year in all sorts of factories and little tails have often started wagging the settled dogs of industry to the tune of millions of new dollars. The older the industry the more liable is the new item to be overlooked.

Take the fish industry, for example. It is one of the oldest commercial enterprises. Yet six years ago a man from the Department of Agriculture visiting a shrimp canning plant in Louisiana observed a large pile of sand-like material on the wharf below the factory. Upon inquiry he found the pile was made up of wasted claws and shell from the shrimps. The factory owner told him it cost several dollars per ton to cart the waste away. Sometimes he paid to have it buried. The man from the Government bureau had some of the "waste" sent to an experimental hog-feeding station and in a short time he was able to tell the factory owner in Louisiana that, properly ground, the shrimp scrap made excellent hog feed worth almost \$70 a ton. The owner later wrote that as far as he could figure out he had been paying \$4 a ton to bury a pile of material worth \$75,000.

In another part of the fish industry a new move has been made which has a somewhat similar merchandising lesson. There is nothing new, of course, about

making glue from fish. It is not so generally known, however, that the highest grade of fish glue is obtained from codfish skin and the Gorton-Pew Fisheries Company is said to be the biggest users of codfish in the world. The company's best known products in a long list previous to its recent additions, were Gorton's "No-Bones" Codfish and Gorton's Ready-to-Fry Codfish Cakes. For many years the makers of liquid glue had been buying the codfish skins which were a by-product of the fisheries company, and these skins were the basis of a large part of the liquid glue sold by other makers. Selling in this manner in bulk, the company, of course, did not get a high price for the product. Finally the company decided to utilize this by-product itself and to produce a liquid glue which could be marketed through the usual trade channels direct to the consumer. After careful work on matters of containers and cartons it was decided to put up the glue in one-ounce bottles and tubes, half-gill, gill, half-pint, pint, quart and gallon cans.

HOW THE NEW MOVE WAS HERALDED IN THE ADVERTISING

The entrance of the Gorton-Pew Fisheries Company into the glue field was announced as follows in one of the pieces of trade-paper copy. The words which explained the late entrance of the fish company into the glue business were explained by an old sea captain. "The Man at the Wheel," who says in print:

"I told 'em long ago they ought to be making glue—they were the very people to make it. Instead

of going on selling those valuable codfish skins after making their codfish products, they should be extracting the glue and selling it to the public, thus guaranteeing an absolutely pure fish glue, free from dirt and impurities.

"Now they've finally followed my advice."

The new product is being advertised at the present time to distributors, in magazines in the fields which seem logical distributors for the product. The previous advertising of the fisheries company is being stressed in all this dealer advertising.

It has often happened that the manufacturer who previously sold a by-product to other manufacturers to make up and market, has eventually come to the decision of marketing it himself and has built up a big business upon the by-product which formerly went out under other manufacturers' names. The entrance of this old fish company into the glue business at this date proves again that there is never any telling when a business has exhausted all of its sales possibilities. The marketing methods of this old and well-known fish company in a totally new field will be watched with interest by manufacturers with a similar possibility in their own business.

Babcock & Wilcox Sales Larger

The Babcock & Wilcox Company, New York, manufacturer of water tube steam boilers, steam superheaters, and mechanical stokers, in its annual report for 1923 states that shipments of all its products for the year were materially in excess of the prior year. At the close of 1923 unfilled orders on hand totaled \$14,417,526, as against \$10,582,989 at the end of 1922.

During 1923 the remaining sum on the company's books for patents amounting to \$2,214,572.97, was written off out of surplus. A gross profit from operations, less selling and general expenses, was reported for 1923 at \$2,513,866. Foreign trade royalties and profits on foreign sales added \$117,194 to the company's income. After adding other income, and deducting reserve for taxes, depreciation, etc., there remained a net profit of \$2,589,808 for the year.

News Supplies Colgate Company

Colgate & Company recently capitalized on current news in advertising one of its products. A New York newspaper at the close of the Perfumery Exposition in that city carried news of which the column captions read: "Lilac First Choice in Perfumery Poll" and "Partial Results Show It Is the Favorite among Visitors at Exposition."

Two days later newspaper space was used by the Colgate company reproducing the column heading mentioned, against a background formed by draperies decorated with fleurs-de-lis. Beneath was shown a bottle of Colgate's Lilac Imperial toilet water, a costumed page bearing a crown upon a pillow at either side. The text was devoted to this product and a coupon was supplied for the convenience of the reader in obtaining a trial size.

HOLD a bottle of Gorton's Glue to the light alongside a bottle of ordinary glue. Notice the full measure and the clear amber color of Gorton's. This clear color means purity and purity means strength.



Make this test yourself

GORTON'S Liquid Glue is a real step forward in glue making. It is made from codfish skins by a special secret process which eliminates impurities.

Codfish skins contain the finest properties for making liquid glue. And the Gorton-Few Fisheries are the biggest users of codfish in the world. Instead of disposing of their codfish skins as a by-product, they are now utilizing them to put on the market this clean pure glue.

The attractive Gorton packages on your shelf; the years of advertising which have made the name Gorton famous; the service from the factory which has made thousands of friends in the trade; all these things are bound to make money for you if you carry Gorton's Glue. If your jobber hasn't it, get in touch with us.

Gorton's Liquid Glue

Put up in full ounce bottles and tubes. Also in cases—half-gill, gill, half pint, pint, quart and gallon sizes. Write for prices and discounts.

Gorton-Few Fisheries Co., Ltd.
Greenwich, Me.
Makers of "No Bones" Codfish Meal, "No Bones" Codfish Oil, "No Bones" Codfish Liver Oil.



THE NEW PRODUCT PRESENTED TO THE CONSUMER WITH MENTION BEING MADE OF COMPANY'S OTHER PRODUCTS

AGAIN A RECORD BROKEN!

THE
MAY ISSUE OF HEARST'S
INTERNATIONAL MAG-
AZINE CARRIED MORE
PAGES OF ADVERTISING
AT A GREATER REVENUE
THAN ANY PREVIOUS
MAY ISSUE IN THE HIS-
TORY OF THE PUBLICA-
TION ♣♣♣ BREAKING
SPACE AND REVENUE
RECORDS HAS BEEN A
REGULAR PRACTICE OF
HEARST'S INTERNA-
TIONAL MAGAZINE FOR
THE PAST YEAR ♣♣♣

Hearst's International
A Liberal Education Magazine Norman Hapgood
Editor

SUCCESSFUL



More than

850,000

Copies monthly, concentrated to a remarkable degree in the "Heart States," which lead in almost everything.

*There's a
Difference
in Farm Papers*

Chicago Office:
J. C. BILLINGSLEA
123 W. Madison St.

New York Office:
A. H. BILLINGSLEA
342 Madison Ave.

St. Louis Office:
A. D. McKINNEY
Syndicate Trust and Bank

E. T. MEREDITH, PUBLISHER.

FARMING

Concentrated Circulation —evenly distributed

Successful Farming circulation is concentrated in the North Central States, where soil, climate, crops and living conditions are similar—making it possible to give practically 100% editorial service.

It is evenly distributed in relation to the importance of agriculture—small in counties dominated by cities, large in counties dominated by farming—because our subscription effort is centered on real farmers.

Ask for Dot Map showing the density of circulation by counties—compare it with any other farm publication.

Our Bureau of Market Analysis will gladly furnish definite data on your farm market possibilities. Write!

THE MEREDITH PUBLICATIONS

Successful Farming
Fruit, Garden and Home
The Dairy Farmer

City Office:
G. G. DAVIES
Trust and Bank Bldg.

Minneapolis Office:
R. R. RING
Palace Bldg.

C. A. BAUMGART
Advertising Manager
Des Moines, Iowa

UR, DES MOINES, IOWA

Novel and Effective Display Containers

for small-package products



The adjoining illustration shows two Brooks Containers with unique cut-out panels which add greatly to the effectiveness of the displays.

More and more manufacturers are adopting these display containers because (1) they provide maximum space for advertising; (2) they display merchandise at proper angle for best sales effect; (3) they set solidly on the counter; (4) they are quickly and easily set up. The upright panel is held rigidly in position and will not flop forward or backward.

We shall be pleased to submit, free of any obligation, ideas, dummies and estimates on a container for your product if you will send us a sample package.

BROOKS BANK NOTE COMPANY
Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINERS

Lithographed Folding Boxes—Labels—Window Display Advertising—Commercial Stationery

Furniture Industry Warned against Continuing Fraudulent Advertising Practices

Cleveland Furniture Conference Told There Must Be An Advertising House Cleaning

"**D**UE to unscrupulous influences at work in the furniture industry," Kenneth Barnard, Director of the National Vigilance Committee told representatives of the furniture industry gathered at Cleveland on March 26 and 27 to discuss trade practices in their industry, "advertising is being debauched and the good name of the printed word impeached in the minds of those persons, who by reason of their purchases in the furniture field make the very existence of the industry possible."

With this as his opening shot, Mr. Barnard related how three years ago, also in Cleveland, leading representatives of furniture retailing, in company with representatives from the Vigilance Committee had met and drawn up a set of standards to act as the first guide-post for those who would make furniture advertising believable. A short time later, in the early part of 1922, a meeting occurred in Grand Rapids with some manufacturers who, to quote Mr. Barnard, "so far as results were concerned, gave very little heed to the findings of the National Vigilance Committee or its affiliated Better Business Bureaus located throughout the United States."

Since then other meetings have been held with various factors in the industry at which the advertising evils were discussed. None of them, however, led to action designed to restore confidence in furniture advertising and in the industry as a whole.

Last fall, in a further endeavor to be of constructive service, the National Better Business Commission made an effort at Kansas City, Mo., to revamp and simplify the set of standards previously

mentioned. They had never received more than lukewarm consideration from the industry with the possible exception of a certain number of retailers.

But little progress was made. According to Mr. Barnard, instead of co-operation there was a disposition to quibble over verbiage. He stated: "In New York City, during the past winter, we attempted to confer in a spirit of friendly suggestion with the National Council of Furniture Associations. At length, and after considerable discussion, we were accorded an audience, the net result of which was nil. Today, conditions in the furniture business are, in our judgment, little better than they have ever been in their history."

"PRINTERS' INK" MODEL STATUTE BEING VIOLATED

Mr. Barnard then listed several of the misleading advertising practices of the furniture industry, concluding with the observation that "In the minds of the legal profession there is not the slightest doubt that certain expressions used in furniture advertising copy are in violation of the PRINTERS' INK Statute."

In a separate brief, presenting the findings in the field of furniture advertising after a two-year investigation by the National Vigilance Committee, it was pointed out that a thorough resume of the data obtained in a nation-wide survey demonstrates that 90 per cent of the confusion and misconception upon the part of the public lies in the billing, catalogue and newspaper advertising and final sale of so-called "finish" and "combination" furniture. The remedy, according to the Vigilance Committee, lies with

the manufacturer who adopts the policy of absolute truth in catalogues and billing and with the retailer, who having this clear-cut data before him, truthfully advertises his furniture to the consumer.

Second in importance, the brief continues, in undermining public confidence and the good-will of the industry is "bait advertising." This includes advertising that features "comparative value," "comparative price," "free," "special sales," "no money down—credit to all," and other terms of a like nature. It also takes in the practice of "switching"—that is advertising something, then advising customers that the supply is exhausted. Attention also is called to the intentional typographical error that enables an unscrupulous retailer to attempt to sell an article of inferior quality at higher price than that advertised.

The brief then gives a digest to replies sent to all Better Business Bureau managers, covering the furniture situation during the last year. The summary represents an investigation of some 1,800 individual instances of misrepresentation investigated and handled by the local Bureaus. The digest is divided into ten major classifications of misleading advertising and selling practices in the furniture field.

Mr. Barnard concluded with this statement: "To summarize our viewpoint, the National Vigilance Committee and the Better Business Bureaus are going to insist, first, that furniture heretofore advertised as 'combination' and composed of two or more woods shall be described specifically, unequivocally, and unmistakably, by the goods in combination with which mahogany, walnut, or other superior lumber is used. It will no longer be permissible to describe merely as 'mahogany finish' or 'walnut finish'—birch, gumwood, or any other kind of wood, stained or camouflaged to resemble the more expensive production.

"In justice to you, in justice to

an uninformed public, and in justice to the responsibility which by reason of our duty to advertising we are under, it becomes necessary to define our position and to ask for the last time, without further voting, consideration, or argument, your hearty and sincere co-operation.

"With your co-operation in the enforcement of this program you will find the Truth-in-Advertising movement the best friend the furniture industry has ever had. To those, however, who regard our stand as being that of those who talk and do not, we can only say, not in a spirit of threatening or unfriendliness, but in the utmost candor, that all the resources at our command will be brought into play to insure a result which the furniture industry so sorely needs."

Fire Fighters Thanked in an Advertised Appreciation

Fire recently destroyed a plant of the Supplee-Wills-Jones Milk Company, Philadelphia. After the fire the company used display newspaper advertising to make known its thanks to the individuals who assisted in the emergency. Gratitude was expressed to the fire department, employees of nearby plants and residents for their work in saving adjacent properties and preventing loss of life. The copy also informed consumers that delivery service would not be disrupted. This service, the advertising stated, is geared to discount storm and fire.

To Direct New York Y. M. C. A. Advertising

The advertising of educational courses offered by the New York branches of the Young Men's Christian Association, heretofore handled individually, will be combined after April 1. This combined advertising will be handled by Wm. T. Mullally, Inc., New York advertising agency.

Evans & Barnhill Advance J. D. Burns

J. D. Burns, a member of the San Francisco office of Evans & Barnhill, Inc., advertising agency, has been appointed treasurer of the Western organization, succeeding Joseph Blethen.

The Owensboro, Ky., *Inquirer* has appointed Frost, Landis & Kohn, publishers' representatives, New York, as its national advertising representatives.

THE advertising world expects Good Housekeeping to break advertising records and set new standards. Good Housekeeping has done it again in the April issue. In a magazine totalling 304 pages, it published more pages of advertising than in any other issue of its entire history.

Advertisers use

GOOD HOUSEKEEPING

because it SELLS merchandise

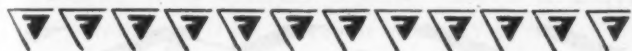


**\$2000
a year**



There are 40,000,000 income-receivers in the United States: 14% of them have incomes of \$2,000 or more a year; 86% have incomes less than \$2,000 a year. The 14% *plus* the 86% make up your market. . . .
The All-Fiction Field reaches both.





Who gets the nation's income?

[*The first of a series dealing with the
much-discussed "class" and "mass."*]

OF THE 40,000,000 income-receivers in this country, 14% get \$2,000 a year or more—and 86% get less than \$2,000 a year. Good-will means public opinion; and public opinion is a matter of numbers—not income.

It is correctly argued that the 14% (so-called "class") have a strong influence on the buying proclivities of the 86%. A goodly percentage of the All-Fiction Field circulation is "class" circulation.

But we have gathered some very interesting and pertinent information about the 86%—their influence and their buying power. It would be foolish to disregard the "class" market in an efficient advertising plan. It would be doubly foolish to disregard 86 people in every average hundred who are known as "mass"—because they have *more* money, *more* influence, *more* automobiles, *more* homes than the much-advertised 14 others.

We are going to publish some of these definitely proved facts—one at a time—in Printers' Ink. If you'd like to see them all at once, ask us.

Meanwhile, let this register: *The extent of an individual's good-will and the strength of his buying influence are not gauged by his income.*

All-Fiction Field

Circulation 2,275,432 A.B.C.



The Burroughs Clearing House

APRIL * * * 1924

50,000 COPIES



CONSIDER for a moment the tremendous influence exercised by the bankers of the country.

You'll realize then the importance of "selling" your organization—your institution—to bank executives.

To reach executives in every bank in the United States and Canada you will naturally turn—as most advertisers have—to The Burroughs Clearing House.

The Burroughs Clearing House

Second Boulevard Detroit, Michigan

Published monthly by the Burroughs Adding Machine Company

Memorized Sales Talk Gets a Jolt

Salesman's Job Is Not Comparable to That of the Actor

By Harold Whitehead

TO standardize or not to standardize—that is the question. As C. C. Casey says in his interesting article in *PRINTERS' INK* of February 21, there has been much said on both sides of this question.

Unfortunately, much that has been said on the question of standardizing the sales talk will not bear analysis. For example, to compare the salesman with the actor is to compare two factors that have little in common beyond the fact that both are human beings and both talk.

The actor does not sell; the audience is sold before it comes to the theatre, he merely "delivers the goods." The selling is done by advertising and the audience is in the mood to enjoy its purchase. It has a right to expect satisfactory goods just as the purchaser of a Gazump razor has a right to expect a razor that will do what it is claimed for it. It either is satisfied with what is furnished or it goes elsewhere in future.

The salesman, on the other hand calls on people who are in ever varying moods and have not expressed the desire to enjoy the "show" that the salesman is selling them. His audiences are seldom receptive. Indeed, the easily sold, very receptive buyer is a subject for careful credit investigation.

To compare the audience with the prospect is unwise. A moment's reflection is sufficient to show that the attitude of the audience toward the actor is incomparable to the attitude of the prospect toward the salesman. The tasks of the salesman and the actor, obviously, have no relationship.

Another dissimilarity—we admire and want sincerity in the salesman, we expect him to be natural, to be himself. The actor tries to be anything but

himself, he is successful when he loses himself in the impersonation of some fictitious character. The actor must be letter perfect, he must follow cues and give them. The salesman may know his part, but the prospect doesn't and won't give the cues.

The theory that there is "one best way" for the salesman to tell his story and that is comparable to the book of the play is delightful. Unfortunately, it is not true. All audiences going to see a comedy are in the mood to be amused. If the audience goes to a melodrama, it wants to be thrilled. The actor merely has to satisfy the already created demand for a thrill, a laugh, or a cry from people in a group frame of mind which he realizes and for which he is specifically prepared.

NO UNITY OF EMOTION IN A SALESMAN'S MARKET

The salesman has no list of customers with an established unity of emotion; some of his prospects want a laugh, others crave an intellectual titillation; some believe in helping along the efforts of a salesman, while others delight to see the salesman's collar wilt as evidence that he is really working for what he gets.

Yet, it is suggested that a standardized sales talk is best for salesmen.

Of course, the salesman cannot prepare a new sales talk for every customer. The reasons for buying his offering remain much the same with all customers and he must present these reasons to all of them. His method of presenting them must vary according to the conditions under which buyer and salesman meet, whether the buyer is a quick or a slow thinker and what his general characteristics are.

Let it be admitted that there are

many occasions when a standardized sales talk is permissible. If the concern has a low grade of salesman who lacks the capacity of creative thought or lucid expression, it is best to use a standardized sales talk. But surely, this is not the class of men we want to think of as *salesmen*.

Another excuse for a standardized sales talk is laziness. It is really a difficult and tiring task to train salesmen in the fundamentals of selling and to help them to think for themselves. Yet go over the list of the successful salesmen, the men who have earned honored names as real creators of business, and you will find each one is an individualist, a personality, a man who naturally adapts himself to circumstances. The last thing such a man uses is a standardized sales talk.

The real salesman is hungry for ideas. He's glad to have suggested answers to objections, new introductory comments, and such like. Not, however, to memorize and to add to a list of standardized sales arguments, but for the ideas contained. If he can get a new selling argument, he wants to use it, but in his own language and varied to fit into the needs of the occasion.

Of course, he must prepare himself beforehand, but not with a series of phrases studied as to pitch, expression and emphasis. He prepares himself with all the facts he can accumulate so that he approaches his prospect with that confidence that comes from knowing he is master of his subject.

There are differences of opinion as to what is a standardized sales talk. We may accept as the general understanding that a standardized sales talk is a memorized sales talk in which a definite method of approach both as to subject and phraseology is concerned; specific answers to objections, again in prescribed language, and talking points that should be presented to all prospects in the "one best way." Accepting this as a fair statement

of standardization, one must question its desirability either as the most effective manner of sales persuasion, or as the most desirable way of developing the salesman as a man and as a salesman.

No, leave standardized sales talks for the use of peddlers, but let us train salesmen in the principles of salesmanship and the many related subjects. Help him to become a better man and he will be successful through the natural use of those qualifications that make him a man of the world and a gentleman.

If a concern *must* standardize, it could probably get excellent results by having a set talk prepared on a talking machine and hiring people to set the thing going and then accept proffered orders.

Growth is education and education is growth—training salesmen is a never-ending task for there is no limit to the development of human capacity. If a concern wants men to grow in capacity, it cannot afford to cramp their personality within the confines of a standardized sales talk.

Borden Company Sales Increase

The Borden Company, New York, condensed and evaporated milk and farm products, reports gross sales of \$100,254,160 for the year 1923, as compared with \$92,058,760 for 1922; \$99,879,887 for 1921, and \$120,293,573 for 1920. Net income after interest and estimated Federal taxes was given as \$5,023,297, in contrast with \$5,173,749 for 1922; \$2,924,746 for 1921, and \$2,818,860 for 1920. Trade-marks, etc., of the company are carried at a valuation of \$5,942,876.

Beverage Account for Landsheft Agency

Maltop, Inc., Buffalo, N. Y., manufacturer of Toddy, a malt chocolate beverage, has placed its account with the Landsheft Advertising Agency, of that city. Toddy will be advertised in newspapers in Eastern jobbing centres.

Walter R. Bryce Delaney has joined Canada Dry Ginger Ale, Incorporated, New York, as assistant sales manager, Mr. Delaney formerly did free-lance direct-mail advertising at Jersey City, N. J.

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Are Tire Treads Distinctive?

Trade-Mark Registration of Goodyear Diamond Tread Refused

THE natural desire of every tire manufacturer to monopolize the particular tread designs adopted for his tires affords an interesting example of the distinction between the protection afforded patents and that afforded trade-marks. It is claimed by many tire manufacturers that the particular designs of their treads serve to prevent skidding. If this could be demonstrated, it is not improbable that a "straight" patent covering the anti-skidding function of the tread design would be obtainable. Others have stated to the Patent Office, however, that treads with raised designs are of no value as anti-skidding devices.

Many manufacturers claim that their treads are not only novel, but ornamental and thus secured "design" patents for varying terms of three and one-half, seven or fourteen years.

Now and then, a tire manufacturer makes the claim that his tread serves to distinguish his tires from tires of other make and has, therefore, a trade-mark function. Many of these manufacturers have endeavored to secure registration of their tread designs as trade-marks. The Patent Office has, however, uniformly refused registration to alleged trade-marks that consist merely in the design of a tire tread on the ground that such designs are "functional" and have not the true earmarks of a trade-mark. In one case, where it was shown that a tread design consisting of a simulation of a chain had been patented under the design patent laws, registration of the word Chain as a trade-mark was refused to the owner of the design patent.

Not long ago, someone conceived the idea of reproducing the design of the tread on the paper wrapper that goes around each tire. This wrapper was then submitted in connection with an application for registration of the

tread design as a trade-mark and registration was allowed. This emphasizes the fact that a trade-mark is something extraneous, not an integral part of the goods.

A very recent decision of the Commissioner of Patents involves the application of the Goodyear Tire & Rubber Co. to secure registration of its well-known diamond tread as a trade-mark without the necessity of printing this design on the tire wrappers. In this decision, Assistant Commissioner Fenning seems to hold that if a tire tread is not covered by patent and can be shown to have been adopted for the purpose of distinguishing the tires on which it is used from tires of other make, it may be proper trade-mark subject-matter and registrable as such without the necessity of printing it on the wrapper. In the Goodyear case, however, the Assistant Commissioner found the particular tread to be covered by a design patent and also a lack of evidence tending to show that it had been adopted for purposes of distinguishing the Goodyear tires from other makes of tires.

SOME IMPORTANT QUESTIONS

Before adopting a new tire tread, therefore, it may be well to have in mind the reasons why (1) any raised design should be adopted; and (2) any particular raised design should be adopted. A design that is adopted because it possesses unusual anti-skidding qualities may be patentable under the "straight" patent law for seventeen years. A design that is adopted because it improves the looks of the tire may be patentable under the design patent law for a maximum of fourteen years. A design that is adopted to distinguish that make of tires from all other makes may be registered as a trade-mark and protected as such as long as it remains in use and continues so to distinguish.

This certificate of registration

does not confer upon the owner of it any exclusive right in a particular form of tread, but merely the *prima facie* right to a certain distinctive device applied to wrappers enclosing tires, and like every other case of infringement, a case of this kind would depend upon whether the alleged infringer used this particular identifying design in such a way as to be calculated to deceive the purchasing public. It is never a question of abstract exclusive right in any trade-mark case. The question is—is a distinctive feature applied by the plaintiff to his goods, and so used or imitated by the defendant as to be likely to deceive?

It is not apparent that there is any inconsistency in refusing to register the configuration of an article and granting registration for a representation of that configuration when applied to an article not necessarily so constructed. This is illustrated by a famous English case—*James' Trade Mark*, 3 Reports Patent Cases, 340. In 1876 Edward James & Sons registered for Black Lead a trade-mark consisting of the words "James' Dome Lead," and the picture of a piece of black lead in the form of a dome. An infringer appeared and was sued. He defended on the ground that the picture of the dome on James' Label was merely a representation of the shape of the lead. The lower court held that the trade-mark was invalid. The English Court of Appeals went into this question in considerable detail, and the court at that time was composed of exceptionally able judges. Lord Justice Cotton, concluding his opinion, said:

"The Appellants have no exclusive right whatever to this shape, but, in my opinion, they are entitled to have registered that dome, both in letters, as is conceded, and in figure, as is contested, as their trade-mark, affixing that as their trade-mark to their black-lead in whatever shape they sell it."

Lord Justice Lindley said:

"I am of the same opinion. One must be careful to avoid confusion. I take it that a mark is something distinct from the thing marked. The thing itself cannot be a mark of itself; but here we have got a thing and we have got a mark on a thing, and the question is whether that mark on the thing is or is not a distinctive mark within the meaning of the Trade-Marks Act. Of course, it is obvious to all lawyers that the plaintiffs in this case have no monopoly in black-lead of this shape. Anybody may make black-lead of this shape, provided they do not mark it as the Plaintiffs mark theirs, and provided they do not wrap it up and represent it as the Plaintiffs' black-lead. There is no monopoly in the shape, and I cannot help thinking that that has not been quite kept in mind. Now, what the Plaintiffs have registered is a brand—a mark—a mark like a dome, intended to represent a dome. That that is a distinctive mark, as a matter of fact, is proved by the evidence; and that it can be a distinctive mark is obvious, I think, when you look at it. I do not know what cannot be a distinctive mark. You may say that certain things are not marks within the statute; but I cannot conceive why a mark such as we have here should not be a distinctive mark. As a matter of fact, the evidence shows that it is a distinctive mark. Now, why should not the Plaintiffs put it on their labels, and why should not they put it on the things that they make? Suppose that they chose—and for anything I know they may choose—to sell black-lead of this description in cubes or spheres, or in octagonal or other shapes, there is no reason why they should not, and there is no reason why they should not mark it with this mark of a dome; and if they do I cannot see that there is anything contrary to the Act in their claiming the benefit of this registered dome mark. It appears to me, I confess, for these reasons, that Mr. Justice Pearson's decision in this case is incapable of being supported."



The Influence of The Washington Star's Circulation

The circulation of The Star in Washington and suburbs is 56% greater daily and 52% greater Sunday than that of any other Washington newspaper morning or evening.

The great bulk of The Star's city circulation is delivered by The Star's exclusive carrier service directly to the homes of Washington—where circulation counts for most to advertisers. This highly concentrated home delivery circulation is what insures immediate success to any advertiser with a salable article backed with proper sales organization entering this market.

Our Statistical Department will supply any prospective advertiser with all necessary information about this market.

The Evening Star.

WITH SUNDAY MORNING EDITION
WASHINGTON, D.C.

New York Office
Dan A. Carroll
110 East 42d Street

Chicago Office
J. E. Lutz
Tower Building

Main Street

EUCLID AVENUE

is Cleveland's "Fifth Avenue"—the backbone of the Down-Town Shopping District. 61% of the Local Display Advertising in the daily newspapers comes from this District, of which

THE PRESS ALONE
PUBLISHES 40%!



**CLEVELAND
BUYS**

WHO BRINGS THE BUYERS DOWN TOWN?

The PRESS circulates 958,284 papers every SIX days in the "City Delivery" territory—which is 167,646 MORE than Cleveland's Evening-AND-Sunday, and 129,878 MORE than Cleveland's Morning-AND-Sunday combination circulation IN SEVEN DAYS!

THE CLEVELAND PRESS

is represented in National Advertising by

ALLIED NEWSPAPERS, Inc.

52 Vanderbilt Ave., New York

CHICAGO

CINCINNATI

SAN FRANCISCO

in Cleveland!

EUCLID AVENUE'S FIVE DEPARTMENT STORES

Bailey's—Halle's—Higbee's—May's—Taylor's
distributed their 1923 advertising among Cleveland's
daily newspapers as follows:

PRESS—3,525,491 lines

Plain Dealer, 2,114,039 lines; News, 3,370,197 lines

THE 90 OTHER DOWN-TOWN (only) EUCLID AVE.
MERCHANTS advertised as follows:

PRESS—2,033,634 lines

Plain Dealer, 1,260,396 lines; News, 1,810,163 lines



**THRU
The Press**

Cleveland Merchants
OUTSIDE THE EUCLID AVE. DOWN-TOWN
DISTRICT advertised as follows:

PRESS—4,157,309 lines

Plain Dealer, 2,512,537 lines; News, 2,442,976 lines

AND ALL THE MERCHANTS
IN CLEVELAND (including the fore-
going) DISTRIBUTED THEIR
1923 ADVERTISING AS FOLLOWS:

PRESS—9,716,434 lines

Plain Dealer, 5,886,972 lines; News, 7,623,336 lines



Where can we buy a dog?

A SHORT time ago Child Life added a Dog Page to its departments. Within the space of one week's time, 200 inquiries about dogs were received from parents. These inquiries ran all the way from questions about the proper care of dogs to the direct query on the part of fifty parents as to where dogs could be purchased to make suitable pets for their children.

This is simply one example of the amazing degree of reader interest in Child Life. There perhaps has never been a magazine published which has had a greater influence on its readers. Its influence does not stop at the children, but extends to the parents, particularly the mothers. About 80 per cent of the circulation of Child Life is among children from 2 to 8 years old. Obviously, it must be read to them by the parents.

Child Life is read monthly by over 100,000 mothers to their children.

There is no better way of reaching these hundred thousand mothers with something for the home, for themselves or for their children, than through Child Life. There are already more than 50 national advertisers in Child Life.

Write for rates and a copy of Child Life to look over.

RAND McNALLY & COMPANY
Publishers

536 S. Clark Street, Chicago

CHILD LIFE

The Children's Own Magazine



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Sluggish Market Corrected by Sale of Draperies Instead of Drapery Material

How the Leshner, Whitman Company Sold a Standardized Product for Years, Changed Suddenly to Wide Diversification and Then Simplified in a New Way

TOO much simplification is as bad as not enough and there are situations in which the principle does not work to the best advantage if too stringently applied. Many cases are to be found where diversification should be the rule instead.

This is particularly true with lines in which style and fashion play an important part. People's tastes are forever changing and a blind following of the principle of standardization may unwittingly place a company in a most dangerous position. Where style changes come about in a gradual manner, time is afforded for the manufacturer to change with them. But where they come suddenly, the too highly standardized line may be caught unawares.

This question of standardization is one which demands careful thought. It is a dangerous practice to apply the rule before giving close study to all the conditions and influences which surround one's affairs. Good judgment, based on thorough knowledge, might dictate that it be applied *in toto* but better judgment will probably say that it should be applied only in part—to this feature or to that, but not to a third. It takes skill to handle the rule of simplification so that it will work for, rather than against the best interests of a business.

In the experience of Leshner, Whitman & Co., Inc., of New York, selling agents for the Goodall Worsted Company of Sanford, Me., we find a good illustration of both the value and the dangers of the rule.

It was in 1852 that the Leshner, Whitman company began business. Its business at that time and for many years after was confined to the sale of mohair

for coat linings. In 1900 the company became the sole selling agent for the mohair fabrics of the Goodall Mills, which included all this company's product except its Palm Beach cloth. It is said that the Goodall Mills are today the largest users of mohair in the world. Because of their large consumption of this material a tremendous business in raising Angora goats has grown up in Texas and elsewhere.

This coat-lining material was sold direct to clothing manufacturers and its sales grew steadily from year to year as the business of the clothing manufacturers expanded. It seemed to be the kind of business which would run on into eternity without change. This happy condition, however, was not destined to be and about ten years ago there was a change in the situation which upset all calculations. It became the fashion to make coats only half lined. Therefore the lining business contracted—suddenly and materially.

ONLY A BLESSING IN DISGUISE

So the two companies, Leshner, Whitman and the Goodall Mills, faced a situation which demanded immediate action. Mohair must be developed into a fabric which could be used in other ways than for lining coats. The condition looked serious at the time but the sudden change in style eventually proved to be a blessing, a stepping stone to greater usefulness and a more abundant prosperity.

The first new development was a line of dressgoods, made in many qualities, designs and colors. One style exploited was called "Silverbloom" and several million yards of it were sold in a few months before its vogue passed away. Automobile upholstery

fabric came next in the diversification process. Some of the largest and most important manufacturers use Leshner Smooth Mohair for standard production. The line continued to grow. Railroad coach upholstery became an important division and then draperies and furniture coverings came into being.

Thus standardization gave way to diversification. Of course the fabric was the same at its base, but the diversification process which developed new weaves, new qualities, new colors and new designs brought out the hidden virtues of the material and made it useful in many new ways. In this case, simplification would have killed the business if it had been allowed to continue its operation in the old way and diversification not only saved it, but gave it a chance to grow as it never grew before.

A diversified line such as came into existence meant a diversified market. All of it could not be sold in the same way. Coat linings must be sold direct to clothing manufacturers, automobile upholstery to automobile makers, railroad coach material to railroad car builders and the drapery fabrics and furniture coverings for the general consumer direct to the decorators and the department stores and through the jobbers to the smaller retail trade.

While a wide distribution of the window draperies had been secured, the company began to feel that the retail distributors were not doing all that could be done to speed the final selling of the goods and it began to wonder if there was not some way to accelerate sales. It had developed fabric for curtains, called "Visolaque." This material was a special preparation of mohair combined with long-staple cotton. While it partakes of the substantiality of old-fashioned mohair it would not be recognized for this old-time material. It is made in all types of textures and in innumerable shades, from delicate tints to strong, luminous tones of full color. Visolaque is said to

possess wonderful wearing quality and is claimed to be sun-proof, dust-proof and soap-suds-proof.

But Visolaque piece goods were not moving off the retailers' shelves as rapidly as they should and the president of the Leshner, Whitman Company, Arthur L. Leshner, wondered what could be done about it. While he was endeavoring to devise a way to help dealers sell more Visolaque, Barnett Phillips, a New York decorator, came upon the scene. For five years Mr. Phillips had been specifying Leshner mohair for certain of his contracts. About six months ago he came into the company's office and Mr. Leshner decided to ask him if he had any ideas on the solution of the problem which was vexing him. The result of this decision was that Mr. Phillips agreed to help Mr. Leshner find the solution and the two men worked together, producing, finally, the plan which the Leshner, Whitman company is now placing before the retail trade. Simplification again entered the scheme of things, but in quite a different way.

SEEN AS A HELP TO THE HOME OWNER

Mr. Phillips looked at this problem of more sales from the home-owners' viewpoint. He knew, from his experience as a decorator, that to those who desired tasteful surroundings in the home, the curtain problem was one of the most perplexing. He could appreciate the difficulty one always faced in trying to choose materials, he knew the hardship involved when costs had to be considered and he was well acquainted with the bother, annoyance and trouble incidental to making up the material into draperies. He could see, therefore, a great benefit to home makers if these difficulties could be swept aside, which benefit would in turn react upon the one who devised a plan for doing it. From this thought Visolaque Draperies were developed. Curtains were designed in seven

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styles and made completely finished. These seven styles were standardized, but the designs, colors and weaves of the material and the trimmings were left open to individual choice. Prices to consumer were arranged according to the style and the material, running from \$7.70 a pair to \$25.

Sets of sample curtains were made up, books of samples of materials prepared, a demountable rack on which the curtains could be shown as they would hang upon a window was designed and salesmen were sent out to show dealers how to increase their drapery business. Special trunks were designed for the salesmen for the purpose of carrying the line of samples, each in its own box, the samples of materials and the folded window frame. The plan of action was for a salesman to go to a city, take a room in the best hotel, set up his window frame properly draped and then invite retailers to come in and learn of the new way to sell curtains.

To every dealer who purchases model Visolaque draperies, the company gives, on memorandum, one or more of the demountable display racks for use in his showroom. The company also gives a line of drapery fabric samples in book form and a line of samples of sun-proof embroidery and trimmings; an index price list with full description and explanatory notes from which can be told at a glance the cost of finishing curtains and valances for any size window and in any style; a supply of specially prepared order blanks which follow the same notations as are in the price lists and which simplify the making out of orders; literature for distribution to customers and prospects. This literature consists of a booklet, "Drapery Art," which tells all about the selection of styles, fabric and color relative to draperies and full details about Visolaque; a booklet entitled "What Are Semi-Made Draperies and Valances?" which explains the Visolaque idea in a condensed

form; and a catalogue of photographic reproductions of the actual curtains hung in place. This catalogue shows each style of curtain and valance with explanatory notes.

From the dealers' point of view, the Visolaque idea eliminates worry, workroom expenses and time wasted in estimating. It relieves the customer of uncertainty as to what the fabric will look like when it is made up. The cost of measuring and hanging is reduced to a minimum. Anyone can learn in a few days how to handle the sale of these curtains; all that is necessary is to study the literature and learn how to use the order blank and price list.

WHAT THE DEALER IS ASKED TO DO

The company asks dealers who take on the line to do the following: Secure one or more display racks. Circularize prospects and solicit business for the curtains. Solicit, not only home owners but real-estate brokers, superintendents of apartment houses, public and semi-public buildings, hotels and the like. Put a number of energetic salespeople into this work to follow up leads gained from circularizing and newspaper advertising. The importance of making personal calls is carefully emphasized, dealers being told that the mere showing of Visolaque Draperies in the showroom is not sufficient to produce the volume of sales which is possible. Dealers are also asked to purchase a sample line of the draperies, the seven standard styles in which the curtains are made. The materials for these samples can be made up in the dealer's choice.

All retailers are sold direct, for this plan is not one which can be properly merchandised through jobbers. It will be the company's policy to confine, where possible, the sale of these made-up curtains to one dealer for a certain restricted territory.

The draperies were placed upon the market less than three months ago and already are on sale in every State. Mr. Leshar said that as soon as a thorough dis-

tribution is obtained and dealers become alive to the possibilities of the idea the company plans to begin advertising on a substantial scale for the purpose of educating the general public.

Thus we see how standardization and diversification must be handled with great skill if their usefulness as operating principles is to be taken advantage of to the utmost.

Motor Accessory Account for J. T. H. Mitchell

Motor Improvements, Inc., New York manufacturer of an oil purifying system for motor cars and industrial use, has appointed J. T. H. Mitchell, Inc., New York advertising agency, to direct its advertising account.

L. O. Grothe to Advertise a New Cigar

L. O. Grothe Ltd., Montreal, cigar manufacturer, is planning a campaign to introduce a new cigar, known as Revelation. The General News & Advertising Agency Ltd., Montreal, directs this account.

American Metal Company Appointment

L. Vogelstein has been elected chairman of the board of directors of The American Metal Company, Limited, New York. He succeeds B. Hochschild, who will continue as a director and a member of the executive committee.

W. W. Thomson Dead

Wilmer Worthington Thomson, owner and editor of the West Chester, Pa., *Local News*, died March 24 at the age of eighty-two years. Mr. Thomson, who founded the *Local News* in 1872, had been engaged in newspaper publishing for more than fifty years.

Joins Buckley, Dement & Company

Harold A. Woolf has joined the staff of Buckley, Dement & Company, Chicago direct-mail producers. Mr. Woolf was formerly in advertising work at that city.

W. E. Hosac Joins Rolls-Royce

W. E. Hosac recently advertising manager of the Winship-Boit Company, Wakefield, Mass., has been appointed assistant to the president of Rolls-Royce of America, Inc., Springfield, Mass.

Adopts Indian Sign as Trade-Mark for Coal

"Black Arrow" has been adopted as a trade-mark for coal by the Peabody Coal Company, Chicago. This has been derived from an Indian sign which was the token of friendship of Chief John Du Quoin, of the Kaskaskia Indians. Application for registration of "Black Arrow" has been made. The grade of coal which will bear this trade-mark is mined under the land that was once part of the hunting ground of the Kaskaskias.

W. F. Royce, advertising manager, informs PRINTERS' INK that each of the various grades of coal produced by the company will be given a trade-marked name. "Great Heart" is one which recently has been adopted. These coals are advertised in the territories in which they are sold. This advertising has proved effective, according to Mr. Royce, and will be continued.

Peak Year for Western Electric

The Western Electric Company, New York, for the year 1923 reports gross sales of \$255,177,122, as compared with \$210,941,004 for 1922; \$189,764,814 for 1921, and \$206,111,680 for 1920. Net income after interest, Federal taxes, etc., is shown as \$8,919,513 for last year, in contrast with \$5,331,793 for 1922; \$4,323,997 for 1921, and \$4,239,769 for 1920. Of the 1923 sales total, \$185,969,000 represented business with the Bell Telephone companies which compared with \$158,614,000 in the previous year.

Joins Foster-Milburn Company

L. H. Harvey has joined the advertising department of the Foster-Milburn Company, Buffalo, manufacturer of proprietary medicines. He was formerly with the advertising department of the Pierce Arrow Motor Car Company and was at one time on the advertising staff of Pratt & Lambert, Inc., both of that city.

New Account for MacPherson-McCurdy

The Manitoba Bridge & Iron Works Ltd., Winnipeg, Man., has placed its advertising account with MacPherson-McCurdy Ltd., advertising agency of that city.

Racine "Times-Call" Appoints Allied Newspapers

The Racine, Wis., *Times-Call* has appointed Allied Newspapers, Inc., publishers' representative, New York, as its national advertising representative.

Joins J. Roland Kay Company

Miss I. B. Muriset has been appointed space buyer of the domestic division of the J. Roland Kay Company, Chicago advertising agency. Miss Muriset was formerly with Long-Costello, Inc., advertising agency, also of Chicago.



A Type Of Service That Isn't Just Type Service

AS the milkman remarked, when he moved his dairy next to the well, "Business is business." We hold no such milk-and-water view. Business is Service. We don't figure that we are merely selling Set-Ups the price of which is figured per hour. Akin to the architect, we offer a Personal and Professional Service in the Graphic and Typographic Arts which is always concentrating upon elevating the Construction and Ornamentation, the Symmetry and Individuality of the Advertising upon which you build business.

FREDERIC NELSON PHILLIPS, INC.

Formerly PHILLIPS & WIENES Incorporated

Typographers Who Prove It With Proofs

314 EAST 23RD STREET
NEW YORK

"What Basis

for the Ad-

ADVERTISERS with whom we work:

The Packer Manufacturing Co., Inc.

Packer's Tar Soap
Packer's Liquid Shampoo
Packer's Charm

Vacuum Oil Company

Gargoyle Mobiloil
Gargoyle Lubricating Oils
for Plant Machinery
Gargoyle Marine Oils

Alfred H. Smith Company

The Djer-Kiss Toilet Specialties

The Seaboard National Bank

The Procter & Gamble Company

Ivory Soap
Ivory Soap Flakes
P. & G. The White Naphtha Soap
Chipseo
Crisco

The Sherwin-Williams Company

Sherwin-Williams Paints, Varnishes,
Stains and Enamels

The North American Dye Corp.

Sunset Dyes

Walter M. Lowmyer Company

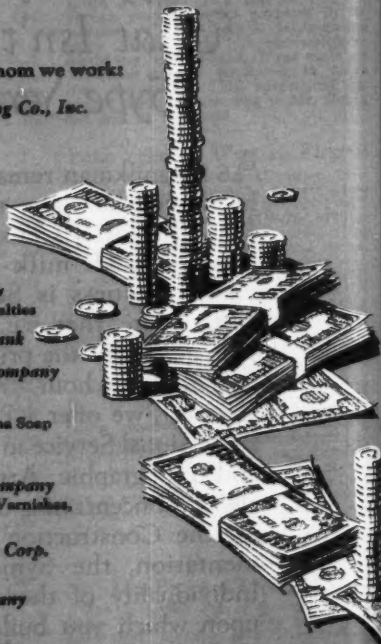
Lowmyer's Chocolates

The National City Company

Investment Securities

The Wilson Fastener Company

Wilsonsaps
Wilsonap Lingerie Clips



This advertisement is one of a series dealing with important questions which face the advertiser. The next message will be "The Business Press."

The Blackman

ADVERTISING

116-12

the Advertising Appropriation?"

IN working with its clients for sound bases for the advertising appropriation, The Blackman Company is guided in part by the following factors:

1. What are the advertiser's objectives?
2. What is the present distribution of the product?
3. Do the sales objectives vary from season to season?
4. Is there a style element that should be considered?
5. What competition is there to meet?
6. Is the advertiser spending enough money on dealer helps? Is he spending too much? Can he spend it to produce more positive results?
7. What items should the advertising appropriation cover?
8. What methods of making appropriations are in common use?

We shall be glad to send to any advertiser a copy of our more detailed memorandum on the subject.

It shows why a fixed formula for making appropriations cannot be laid down in advance;—and why a fixed formula for planning appropriations should be laid down in advance.



Blackman Company New York

116-122 W. 42nd ST

Don't Enter *Ohio* Blindly!



The national advertiser touching only the border cities of Ohio, Cleveland, Toledo or Cincinnati, is entering the state blindly. In the heart of this great commonwealth where

The Columbus Dispatch Is the Predominating Newspaper

—there are 850,000 prosperous, responsive people who spend each year for necessities and luxuries approximately \$2,612,667,855.00.

"A SAFE LANDING FIELD FOR THE NATIONAL ADVERTISER" is the title of a book just issued by this newspaper, which will be sent gratis to sales and advertising managers interested in the Ohio market.

The Columbus Dispatch.

Ohio's Greatest Home Daily

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England Warming Up to Advertising Convention

Name of a Member of Royal Family on Convention Organization's Letter-head Means a Great Deal in England and Consequently Important Personages Are Taking Notice

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

THE prominence given to the coming convention of the Associated Advertising Clubs of the World by the press has resulted in a noticeable warming-up in interest throughout the Kingdom.

The significance of the fact that the Prince of Wales has accepted the office of Patron, may not be evident in America, but it means a great deal in Great Britain for a movement to have any member of the Royal Family on its letterhead. The red-tape which has to be untangled before royal patronage can be obtained has for its object the exclusion of any doubt as to the complete respectability of the institution thus endorsed; and, believe me, the officials of the Court are not in the habit of taking any chances. Consequently, a great many important people who would look down their noses at an ordinary business convention are now sitting up and taking notice. Thus the Prime Minister (the Right Honorable J. Ramsay MacDonald), nine peers (members of the House of Lords) and seventeen knights and baronets are among the vice-presidents. Thirty-one clubs affiliated with the Associated Advertising Clubs of the World are the total up to date and new advertising clubs are being formed every week. When the British delegation sailed last year there were only three! Funds in hand are £30,000.

F. E. Potter, chairman of the Committee on Church Advertising, announces that, through the courtesy of the Dean, reservations have been made for the morning service at Westminster Abbey on July 13—Convention Sunday. An evening service at St.

Paul's Cathedral is being arranged.

A big dance is planned Monday evening in the Exhibition grounds and another in London after the close of the Convention on Thursday. Without the indiscretion of a definite announcement, it may be said that according to current report it is thought that the King and Queen may give a garden party for delegates at Buckingham Palace.

Arrangements for the comfort of delegates during the hours of the Convention are amply provided for at Wembley. The influx of visitors at the Exhibition will be enormous and an average of considerably more than a million a week is anticipated. Forty large restaurants will be equipped to feed them, with 7,000 waiters and waitresses. The restaurant plant provides for handling 25,000 per hour. A band of 1,000 performers will play at feeding time. Delegates have a chance to recover their traveling expenses; among the exhibits in the South African pavilion is a real diamond mine guaranteed to contain actual stones. Visitors will be permitted to work it at a shilling per shovel, and those who succeed in raising a diamond will have it cut and polished for them free.

The Incorporated Society of Advertisement Consultants will entertain advertising counsel visiting London during the Convention, and other delegates, at a Dickens Dinner. This festival will be held in one of the traditional Dickens inns. The guests will be received by Mr. Pickwick, and Sam Weller will be in attendance to shine their boots.

Guests will be conveyed to the inn in stage coaches, driven by Tony Weller, the elder.

Advertisers Follow Mr. Married Man around the Clock

Novel Copy and a Selling Theme That Made It Possible for Sixteen Topeka, Kans., Organizations to Advertise Co-operatively in Newspaper Space to Consumers

A GROUP of sixteen advertisers in Topeka, Kansas, recently got together to put their goods and services before their city in an unusual co-operative manner. The sixteen bought a full newspaper page and under the heading "Following a Married Man through the Events of a Day" each made plain where his products fitted into the day's routine. From the time that Mr.

Company. He had read how easy it was to buy a Ford on this company's payment plan and upon investigation declared it would be an economy for his business, as well as a great pleasure to his family, and accordingly placed an order."

The stationer, the laundry and cleaning establishment, the cigar and magazine shop and the coal dealer, as well as the clothing house, the florist and the theatre all remind Mr. Married Man of the most convenient hour of the day for him to visit them. The plan of linking up each advertiser with a certain time of day allowed the copy to take on a narrative form which ran along in an easy conversational manner.

The way in which the advertisers worked out their schedule is indicated by the following outline:

Following a Married Man Through the Events of a Day			
<p>6:30 A. M.</p> <p>As soon as Mr. Married Man wakes up he goes to the bathroom to get ready for the day. He takes a shower and gets dressed. He then goes to the kitchen to get ready for the day.</p> <p>Topeka Engineering Corporation 123 West 10th St.</p> <p>We are one of the first to take advantage of a new PLUMBING METHOD. It is called the Topeka Engineering Corporation. We are equipped with all the latest tools and repair parts to make nothing repeat.</p> <p>Our service stations all day of the day, when you need us, we will be there to serve you.</p>	<p>8:10 A. M.</p> <p>On the way to his office he stops by the</p> <p>National City Laundry Dry Cleaning Company 123 West 10th St.</p> <p>and remembering that he had forgotten to get his suit cleaned, he stops by the laundry. He has his suit cleaned and is ready for his day's work.</p>	<p>12:15 P. M.</p> <p>The lunch hour comes, so Mr. Married Man takes his lunch and sits down to eat.</p> <p>One-Minute Lunch 123 West 10th St.</p> <p>where business men and women gather every day for quick meals, better service and better prices.</p>	<p>5:40 P. M.</p> <p>Just as Mr. Married Man is getting ready to go to bed, he looks at the clock. He sees that it is 5:40 P. M. He then goes to the florist to get some flowers for his wife.</p> <p>Lady's Flowers and Flower Delivery Service</p> <p>We deliver up to 123 West 10th St. and make the most complete and satisfactory delivery of all flowers and plants. We are a family florist and we are here to serve the wife who will be delighted with them.</p>
<p>7:00 A. M.</p> <p>Although it is late in the morning, Mr. Married Man goes to the bathroom to get ready for the day. He takes a shower and gets dressed. He then goes to the kitchen to get ready for the day.</p> <p>Farnsworth Coal Co. 123 West 10th St.</p> <p>He has a good fire in the furnace and is ready for his day's work.</p>	<p>8:20 A. M.</p> <p>He has a good fire in the furnace and is ready for his day's work.</p> <p>"Service-We Give It"</p> <p>He has a good fire in the furnace and is ready for his day's work.</p>	<p>12:45 P. M.</p> <p>After finishing lunch he goes to the office. He has a good fire in the furnace and is ready for his day's work.</p> <p>Tromp Annex 123 West 10th St.</p> <p>He has a good fire in the furnace and is ready for his day's work.</p>	<p>6:10 P. M.</p> <p>He has a good fire in the furnace and is ready for his day's work.</p> <p>Geo. W. Stansfield DRUGGIST 123 West 10th St.</p> <p>He has a good fire in the furnace and is ready for his day's work.</p>

THE UPPER HALF OF THE FULL PAGE NEWSPAPER ADVERTISEMENT WHICH BROUGHT TOGETHER SIXTEEN ADVERTISERS

Married Man rose at 6:30 in the morning ready for his bath until he settled down for a last hour under the reading lamp before retiring, his needs for practically every hour of the day were covered by the butcher, baker and neighborhood druggist.

At eight in the morning, for example, "he goes to the garage and takes out his new Ford which he had purchased the week before from The Badders Motor

6:30 A. M. Topeka Engineering Corporation, advertising the satisfaction of the morning bath when the plumbing has been installed by a reliable concern.

7:00 A. M. Farnsworth Coal Company. Mr. Married Man finds that his furnace fire is in good condition and will easily hold for forty-eight hours more.

7:05 A. M. The morning newspaper is waiting on the front door step.

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Keep Your Ads Where Your Goods Are Sold

DRINK

Coca-Cola

*Every Store That Carries YOUR
Sign On The Window Becomes
YOUR Sales Agency*

**"Good-Ad" Signs
of
DECALCOMANIE**

That "Goes On Forever"

Applied to the dealer's window not only ties up all *your* advertising with the place of sale—but also directly links up *your* product with the retailer—automatically announcing his store as *your* selling agency.

Send for actual Decalcomanie Samples to try—also for illustrated literature and details of non-obligating, free sketch offer

PALM, FECHTELER & CO.

Decalcomanie Pioneers

67 Fifth Avenue, New York

Representatives in all principal cities

**"Good-Ad" Signs are found on thousands of
retail store windows throughout the country**

8:00 A. M. The Family Ford car is taken out of the garage.

8:10 A. M. A stop at the laundry to ask them to call for the family wash.

8:20 A. M. Mr. Married Man has forgotten to fill his gasoline tank. The service car of the Long Oil Company drives up with a supply.

8:30 A. M. He puts a Kelly-Springfield on his extra tire rim.

11:00 A. M. He decides to stop on his way to lunch to order some stationery at Hall's where he has always received printing satisfaction.

12:15 P. M. Finds him at his favorite lunch room where his business associates gather.

12:45 P. M. The Tromp Annex supplies him with an after-lunch cigar and a magazine for the evening's diversion.

2:00 P. M. He purchases a pair of shoes for himself (W. L. Douglas) and another pair (Star Brand) for his daughter.

5:30 P. M. Mr. Married Man is on his way home but his wife has phoned him to bring home a steak from the White House Meat Market.

5:40 P. M. He remembers that his wife likes carnations and stops in for a dozen.

6:10 P. M. Six months old Tom is indisposed and there is no medicine in the house, so he drives back to the druggist for a minute.

7:15 P. M. Dinner over, the family still has time to catch the "first show" at the local vaudeville house.

9:15 P. M. Mr. Married Man decides to call it a day, but before turning in he picks out a book and settles down for an hour, reminding himself first of all of the comfort which his modern lighting fixtures give him.

Each of the advertisers occupied a sixteenth of the page of space which gave each about a hundred and twenty lines for his copy.

William G. Fontaine, who has been with the advertising department of the Philadelphia *North American*, has been advanced to the position of manager of automobile advertising.

Form Advertising Club at Utica, N. Y.

With a charter membership of fifty-five advertising and other business executives, the Advertising Club of Utica was formed at that city last week. Before the charter list is closed an organization of 200 is anticipated.

William J. Reagan, commercial manager of the Utica Gas & Electric Company, was elected president. Other officers chosen were: Vice-president, Robert D. Fraser, vice-president, Robert Fraser, Inc.; secretary, Cornelius J. Quinlivan, advertising manager, Utica City National Bank, and treasurer, Homer G. Buckley, advertising manager, Foster Brothers Manufacturing Company.

Management of the club is vested in a board of eleven governors, which in addition to the officers elected, includes: H. W. Coggeshall, Coggeshall Printing Company; Sylvester Santen, advertising manager, Santen & Company; John G. Duffy, secretary, Utica Chamber of Commerce; Fred D. Stevens, F. D. Stevens Advertising Agency; Eugene A. Fay, sales manager, Mohawk Engraving Company; Charles A. Miller, treasurer, Hugh R. Jones Company, Inc., and George W. Lee, manager of general sales, Foamite-Childs Corporation.

Employees to Manage Furniture Business

The furniture manufacturing business conducted at Minneapolis, Minn., under the name of McLeod & Smith, Inc., has been turned over to employees. Neil McLeod and Hiram C. Smith have retired after being engaged in the business for thirty-five years. The new officers of the company, recruited mostly from the sales staff, are: President, Clifford Peterson; vice-president, Joseph L. Lehar; treasurer, O. F. Pierson, and secretary, Ernest R. Erickson.

Changes Name to Gardner Publishing Company, Inc.

The Gardner, Moffat Company, Inc., Highland, N. Y., publisher of *The Rubber Age*, *Tire Trade Journal* and *Aviation and Aircraft Journal*, has changed its name to the Gardner, Publishing Company, Inc.

Moon Motor Had Good Year in 1923

The Moon Motor Car Company, St. Louis, reports a net income of \$842,008 for 1923, as against \$795,139 for 1922. Net sales increased from \$6,877,159 in 1922 to \$9,741,857 in 1923.

Joins Smith & Ferris

G. Lester Hopper, who formerly conducted an advertising agency under his own name at New York, has joined the staff of Smith & Ferris, Los Angeles advertising agency. He was at one time engaged in advertising work at Chicago.

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BAY PATH COVERS

(BAY PATH is a complete
family of general utility papers)

Get to know-BAY PATH COVER
BAY PATH BOOK-BAY PATH BOND
BAY PATH IMPERIAL-BAY PATH
VELLUM—all are *logical mediums*
—and all belong to the—

STRATHMORE

Expressive Papers



Strathmore Town!
—Where quality papers
are part of the picture



MOTOR

Announces a C

Effective with the *JULY* issue, RAY W. SHERMAN becomes editor-in-chief of *MOTOR*—and a new editorial policy will be inaugurated.

The *JULY* issue of *MOTOR*, and all future issues, will carry as the sub-head the following phrase: "*The Automotive Business Paper.*" These four words clearly depict the scope of the new editorial policy.

In behalf of MR. SHERMAN, we promise many things for the new *MOTOR*. It will be totally unlike the *average* trade paper; in fact, it

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es a CHANGE in Editorial Policy

will not be a trade paper in the strictest sense of the word. It will be an automotive business paper, designed to interest every member of the industry.

This brief announcement is the first of many to be made in connection with the new MoTOR. We are sure everyone will be keenly interested in this change which will enable MoTOR to render an even greater measure of service to the automotive industry it has served so faithfully for over twenty years.

EARLE H. MCHUGH

Business Manager



is used by



Adding Machine Co.



LIKE hundreds of other big national advertisers, the Sundstrand Adding Machine Co. knows from experience that when they use *Foldwell* the integrity of their direct-mail matter will be preserved. Let us send you samples and printed specimens of this widely used folding coated paper.

CHICAGO PAPER CO., Manufacturers
801 South Wells Street, Chicago
Nationally Distributed

Facts: [Foldwell coating is specially prepared and applied to the body stock to fold both with and against the grain.]

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Are Short Trade Names Always the Best?

While the Short and Single Name Has Undoubted Good Qualities, Nevertheless Experience on the Selling Line Reveals a Public That Doesn't Follow Text-Book Rules

By L. E. Firth

LONG after "reason-why" copy—that whited ancient—has received honorable interment, long after they have ceased chasing the phantom of "a right-hand page in any part of the book"—long after this they all sit on their haunches and chant "short trade names are always best."

But is there possibly more to this matter of length than at first meets the mind? Usually a trade name is considered from the following standpoints: atmosphere, association, eye-attention and ear-attention. Of these, atmosphere and association are not dependent upon so adventitious a quality as length, but the short name has the call from a visual standpoint when other things are equal.

Now we come to the matter of ear-attention, a very important consideration, because a thing not easily talked about is a thing not easily sold, either by telephone or "in the presence." Our interest divides naturally into two parts:

1. Easy recognition by ear already familiar with it.
2. Ready reception by ear at first hearing.

Let us pry into a few examples of names we all know. Names of our cities will do. Here we find great length no drawback whatever. Philadelphia and Milwaukee are recognized as easily as Boston and Denver. In fact, in this matter of recognition (1), the longer word looks to be superior. Try it in a sentence. "I went to Philadelphia yesterday." Now try a short name. "I went to Lynn yesterday—I went to Erie yesterday." We find a dis-

tinct danger that the short name may slip by unrecognized. Philadelphia won't slip by; not Philadelphial! There is a preparatory rumble of approach, and the ear is all ready to get aboard one syllable somewhere. *In this quality of ear-filling it seems to be true that short names are inferior.*

Taking up the matter of ready reception at first hearing (2), a name like Philadelphia suffers comparatively because its features are not already known as they are in case one. Can this drawback be overcome? Again we turn to our cities. New Orleans, Little Rock, San Francisco—these do not seem to trail an unseemly length because broken into parts. In fact, here the "preparatory" quality is more than a rumble. It is a distinct warning. *It is evident even on first hearing.*

If we go out on the firing line and observe the public buying goods, we may lose part of our faith in the taciturnity of this nation of ours, sparing of words and short of leisure. Listen to a man who has just walked up to the counter of a drug or stationery store. He already knows what he wants. He is a man whose time, measured by push-buttons, is worth a lot to him and to society at large. Does he snap out "Waterman" and nothing more? He *could*. Though not a synthetic name, it is, in such a store, about as specific as a name can be. But the majority will extend it at least so far as "Waterman Pen," and the tendency of many will be to carry it out to "Waterman Fountain Pen." Even in the case of products like "Lux" or "Jello," which carry no excess baggage in the way of generic names, it is not uncommon for a woman to ask for "a package of Lux," etc. It is the same instinct which makes us ask for "a ball of string" instead of just "string." It is what makes the telephone company prefer long names for central offices, giving "body" and distinguishing quality to the name as it approaches and enters the ear. It is the same preparatory quality that causes military commands to

be shouted in two parts—"Order arms" and "Forward march." This brings us closer to a useful principle in the formation of product names. *The more specific, or at least the more important, section should come last.* Suppose, as an example, we use the name "Verna" for a toilet soap. The name is as short as that of almost any well-known toilet soap, yet nineteen of twenty women will instinctively lengthen it by adding the word "soap" or even the words "toilet soap." On the other hand, prefix the word "cream," and many will not add the word "soap" at all, just as they do not add "soap" to the name "Cashmere Bouquet." The feeling for preparation and balance is satisfied. "Cream Verna" is far more colorful than "Verna Soap," and yet if a woman further expands the whole to "Cream Verna Toilet Soap," it is in no wise spoiled, whereas "Cashmere Bouquet" could hardly stand the strain, because there is little choice between its parts in the matter of force or importance.

Of course it may be advanced that this simply brings us back to short words but more of 'em. Note, however, Palmolive, Melachrino, Prophylactic, Cantilever, Admiration, Mineralava. Most of these do prove the value of the ear-filling quality as a means of recognition. The dividing of a long name is simply a refinement.

The arbitrarily short and single name has undoubted qualities, but let's occasionally pull off the upper dog and see if there isn't some good material fighting for air down there on the ground.

Remington Typewriter Earnings Increase

The Remington Typewriter Company, Ilion, N. Y., for the year 1923 reports net income, after taxes and depreciation, of \$1,602,817, as compared with \$1,041,860 in 1922; a loss of \$2,850,146 in 1921, and net income of \$1,578,459 in 1920.

The Forest Hills-Kew Gardens Publishing Company, Inc., Forest Hills, N. Y., has started publication of the *Post*, a weekly newspaper. G. E. Fahys, Jr., is president of the publishing company, H. D. Canady, vice-president and managing editor and I. H. Hare, treasurer.

An Opportunity for Artificial Christmas Tree Makers

AMERICAN STOVE COMPANY
LORAIN, OHIO, Mar. 21, 1924.

Editor of PRINTERS' INK:

Reading your issue of February 7, page 202, the writer noticed that The Little Schoolmaster mentioned dislike at seeing our forest reserve ravaged in order to furnish the country with Christmas trees. This has been the frame of mind of the writer for many years past.

No doubt there are thousands of others in this country who have the same feeling and no doubt this is the psychological time to make a change in our custom and instead of using natural trees from the forest, use for the purpose artificial trees, which answer the purpose very well indeed.

Is this not a good merchandising and advertising hint for manufacturers of artificial Christmas trees? Let them advertise in sufficient time before Christmas to arouse public interest in the movement to protect the forests and let their copy read along those lines.

Not only would they be selling their products, that of artificial Christmas trees, but they also could hook their copy around a conservation movement that would meet universal approval. Here is an opportunity for a wonderful advertising campaign that can win the support of the thinking class of the country.

AMERICAN STOVE COMPANY,
C. F. FARNHAM.

Macy's Explains "Own Manu- facture" Trade-Mark

R. H. Macy & Company, Inc., New York department store, is using newspaper space apart from its regular advertising to make known its trade-mark "M.O.M." This, as the copy explains, means; "Macy's Own Manufacture" which at the present time is being used on nearly 100 toilet and medicinal preparations and perfumes.

Ontario Farm Paper Campaign Started

The Harding Manufacturing Company, of Hudson, Mich., and Petrolia, Ont., has started a campaign in Ontario farm journals on the Hardie Sprayer. Barritt & Company, Chicago advertising agency, direct this account.

Becomes Kaletzki, Flack & Howard

Kaletzki, Flack & Howard, Inc., has been formed at Syracuse, N. Y., to continue the business formerly conducted under the name of Charles H. Kaletzki. Mr. Kaletzki is president.

Migel Silk Account for Sherman & Lehair

J. A. Migel, Inc., manufacturer of Migel silks, has placed its advertising account with Sherman & Lehair, Inc., New York advertising agency.

The Cleveland Makes all the Ordinary Folds too

In addition to the many distinctive folds which can be made on the Cleveland Folding Machine, all the usual, every-day kind of folds can also be made on it.

Your interest in the Cleveland does not have to stop at the distinctive folds which are so valuable to advertising men because of their convenience in laying out direct mail literature.

Undoubtedly a lot of your literature calls only for the ordinary fold. The value of a Cleveland in handling this lies in the time it will save in getting the work done, plus the better quality of folding it will do.

When you are in a hurry for the delivery of a printing job you may rest assured that it will be speedily handled if your printer has a Cleveland Folding Machine to complete the work in his bindery.

This time saving feature of the Cleveland is very beneficial to both you and your printer. To you it means accelerated service on the jobs you give out; to him it means increased production and improved working methods.

Talk it over with your printer.

The Cleveland will make all the folds made by all the other folding machines—and in addition it will make a large number that none of them can produce.

THE CLEVELAND FOLDING MACHINE CO.

1929-1941 East 61st Street

CLEVELAND

OHIO

The final
Error

What sins of waste are
committed in its name

To plan all the preliminary steps of your mail campaign right — to spend lots of time, money and thought on printed matter — and THEN to send it out "under separate cover" THAT is the Final Error.

Du-Plex and Mon-O-Post Envelopes provide one big compartment for your printed matter and a smaller one for the letter. They make it possible to send your catalogue and letter under the same cover and yet pay **FIRST-CLASS** postage only on the letter. They not only insure a more favorable reception for your mail proposal but they reduce your mailing costs.

Don't commit the Final Error in your mail campaign. Send today for a free copy of "Suppose This Were Your Catalogue" and **KNOW** why.

DU-PLEX ENVELOPE CORPORATION
364 SOUTH SIXTH STREET, QUINCY, ILLINOIS
"Mailing Information Headquarters"

Twenty-four Branches in Metropolitan Centers



Both Together Sir

Du-Plex Envelopes are used for mailing catalogues, booklets, magazines, newspapers, photographs, blue-prints, samples and merchandise when accompanied by letter or invoice — for every combination mailing purpose.

© 1924

Du-Plex
2-in-1
ENVELOPES

Pat. U. S. A. May 20, 1919, Oct. 9, 1923, Feb. 28, 1924. Pat. Canada Sept. 30, 1919. Other Pats. Pending

COLUMBIAN
MON-O-POST
TWO COMPARTMENT
ENVELOPES

Patented July 19, 1921
Other Pats. Pending

FOR MORE SALES THROUGH THE MALES

Philadelphia Prepares for Advertising Convention

A PROGRAM has been completed for the first convention of the Second District of the Associated Advertising Clubs of the World. This district includes the States of New York, New Jersey, Pennsylvania, and Delaware. The convention will be held at the Bellevue-Stratford Hotel, Philadelphia, on May 12 and 13.

Among those who have accepted the invitation of Paul V. Barrett, chairman of the district, to speak before the meeting are Jarvis A. Wood, W. R. Hotchkiss, Harry Tipper, A. C. Pearson, Homer J. Buckley, Lou E. Holland, Louis Wiley and a number of others active in merchandising and advertising. The complete program, as announced by Mr. Barrett, is given herewith.

Howard A. Story, a director of the Poor Richard Club, is chairman of a reception committee which has been appointed. He will be assisted by Miss Katharine M. Flanagan, president of the Philadelphia Club of Advertising Women.

The National Advertising Commission of the Associated Clubs will hold its quarterly meeting at Philadelphia during the time of this district convention.

The district convention program follows:

May 12: Morning session. Mr. Barrett, chairman. Address of Welcome, Hon. W. Freeland Kendrick, Mayor of Philadelphia; William Durgin, Bureau of Simplified Practice, Washington, D. C., "Helpful Standardization"; C. W. Grafton, New Castle; Jarvis A. Wood, N. W. Ayer & Son; Isidore Coons, Wilkes-Barre; W. R. Hotchkiss, Standard Corporation, New York; John T. Ballou, Frederick Loeser Company, Brooklyn, and Walter Drey, Forbes, New York, "Constructive Thinking in Advertising."

May 12: Afternoon session. Bartley J. Doyle, president, Poor Richard Club, chairman. Sam Weissenburger, The Halle Bros. Co., Cleveland, "Is Advertising the Bunk?"; Henry Hale, Jr., Atlantic Lithographing & Printing Co., New York; Hugh Patterson, secretary, Furniture Association, Jamestown, N. Y.; Martin O. Goldsmith, Philadelphia; Harry Tipper, *Automotive*

Industries, New York, "So This is London!"; Dr. A. Holmes, University of Pennsylvania, "Psychology of Advertising"; Willis A. Schindler, Lancaster, Pa.; John Howie Wright, *Postage*, New York, "Selling by Direct Mail"; Katharine M. Flanagan, La France Company, Philadelphia; A. C. Pearson, *Dry Goods Economist*, New York, "Relation of Advertising to Distribution," and James Beck, Tepper Bros., Plainfield, N. J.

May 13: Morning session. H. H. Charles, president, Advertising Club of New York, chairman. Luther D. Fuller, agricultural division, Erie Railroad, Jamestown, N. Y., "Every Advertising Club the Advertising Manager for Every Good Cause in the Community"; Six five-minute talks on advertising club community service by H. C. Squires, Scranton; S. Roland Hall, Easton, Pa.; George Hirtzel, Jr., Elizabeth, N. J.; Stanley G. Barnes, Binghamton, N. Y.; Harry D. Corbin, Johnstown, Pa., and William Lowenberg, Albany, N. Y. Other speakers at this session will be Louis Wiley, business manager, *New York Times*; John G. Sweeney, International Correspondence Schools, Scranton; Homer J. Buckley, Buckley, Dement Co., Chicago; Genevieve A. Goodrich, Johnstown, Kurtz, Buffalo, N. Y.; William B. Burruss, Kansas City, Mo., "Shakespeare and Salesmanship," and W. W. Heidelbaugh, of Lancaster, Pa.

May 13: Afternoon session. Andrew Connolly, president, Pittsburgh Advertising Club, chairman. Francis H. Sisson, Guaranty Trust Co., New York, "The Business Outlook"; Frank T. Allen, Fidelity Trust Co., Newark; William N. Bayless, The Tiffany-Bayless Co., Cleveland, "The New Church Advertising"; Herbert A. Smith, Herbert A. Smith Advertising Agency, Philadelphia, and Carl Hunt, general manager, Associated Clubs.

E. W. Waldron with Payne, Burns & Smith

E. W. Waldron, who for the last eighteen months has had charge of the merchandising and promotion department of the *Washington Times* and *Washington Herald*, is now associated with Payne, Burns & Smith, Inc., publishers' representatives, New York. Mr. Waldron was at one time advertising manager of the *Washington Post*.

Springfield Agency Has Cracker Account

The Francis M. Waters Advertising Agency, Springfield, Mass., has obtained the account of the Smith-Carr Baking Company, Greenfield, Mass., maker of Carr crackers.

Joins Story, Brooks & Finley

Richard J. Quigley, formerly with the advertising department of the *New York Herald*, has joined the New York office of Story, Brooks & Finley, Inc., publishers' representative.

Vital Information for Manufacturers of Packaged Products

An Explanation of Slack-Filled Packages Legislation Now before Congress
—A Bill That Has Strong Support and Strong Opposition

Special Washington Correspondence

MANUFACTURERS have shown more interest and concern regarding the Haugen slack-filled container bill (H. R. 762) than probably any other that has been introduced in Congress during the present session. The bill was introduced by Representative Gilbert N. Haugen, and referred to the House Committee on Agriculture, of which he is chairman. In committee it has been supported by the Department of Agriculture and the American Specialty manufacturers' Association, while several other associations and individual manufacturers have offered rather strenuous opposition.

Briefly, the Haugen bill proposes to amend the Pure Food and Drugs Act so as to protect the public against deception as to the contents of containers by prohibiting the use of certain types of packages. The first type that passage of the bill will eliminate is the slack-filled package, frequently used, the committee report states, in the marketing of spices, pepper, and other condiments, oatmeal, rice, macaroni and like products. The second type is that which is contrived to give the purchaser a false impression as to the quantity, quality, size, kind or origin of the food packed in the containers; examples of this type are bottles with inverted bottoms, those made of thick glass designed to magnify the size of olives and fruits, and the so-called panel bottles.

"Hearings on a similar bill which I introduced," Mr. Haugen continued, "were held by the Committee on Agriculture during the sixty-sixth Congress; the bill was favorably reported to the House, passed by the House, and reported to the Senate. Hearings were also held on a similar bill during the last session of Congress, the sixty-

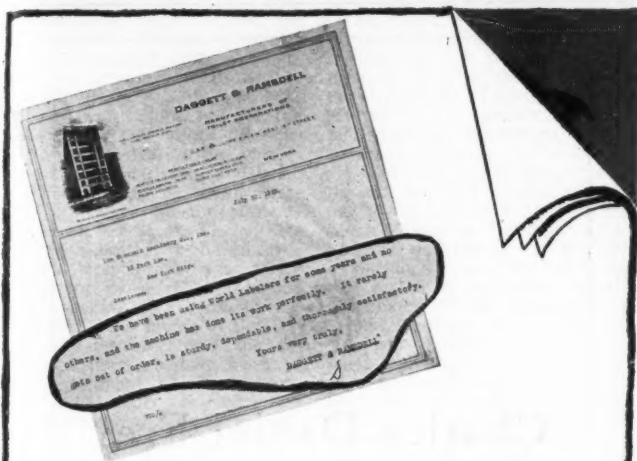
seventh, with practically the same experience. And now the bill, with certain modifications and tolerances, is being considered by the committee for the third time.

"In considering legislation of the kind, I should think that any manufacturer, distributor, retailer or consumer would first look about for evidences of the necessity for the legislation before arriving at an opinion regarding it. That has been the attitude of the committee, and I assure you that we have not only found but have had many evidences thrust upon us that unmistakably prove the necessity of legislation such as this bill proposes.

AN INHERITANCE FROM THE WAR

"The extensive development of the fraudulent slack-filled package practice seems to date from the shortage of many products and the high prices of the war period. At that time, many manufacturers who had never thought of such a thing, apparently, found their raw products suddenly advanced in price, while retail prices on their packaged products were firmly established. Many of them, also, had large stocks of containers on hand, or had placed heavy contracts for them in anticipation of higher prices.

"It may have been justifiable, under a condition that was considered temporary, for these manufacturers to slack-fill their standard packages so as to use up their container stocks and to maintain the customary retail prices. But the practice has persisted and developed long after any legitimate or logical reason for it remains. Evidently, a large number of manufacturers discovered, in meeting the emergency, that the majority of consumers are influenced in their purchases more by the bulk and appearance of packages than they are by the weights



Daggett & Ramsdell, manufacturers of toilet preparations, is one of the many manufacturers who use the World Labeler exclusively for labeling their products. Besides its long and dependable service, this machine labels quicker, increases production, and cuts operating costs.

The World Labeler gives satisfaction wherever it is used.

Install a World Labeler in your plant. It will pay for itself before you know it.

Send samples of your labeled products with statement of your capacity and requirements to obtain complete particulars.



**ECONOMIC
MACHINERY
COMPANY**

**8 GRAFTON ST.
Worcester, Mass.**

WORLD LABELER



Charles Daniel Frey
Advertising

INCORPORATED

A GENERAL AGENCY

30 North Michigan Avenue

Chicago

CREATORS OF NATIONAL ADVERTISING SINCE 1911

of contents printed on the labels.

"Statements made before the committee would indicate that the average person, in making a purchase of packaged goods of the kind thinks in quantity and bulk rather than in weight, and that the majority of purchasers buy the articles referred to by the appearance of the package, and with little thought as to the description or weight of the contents printed on the label. These facts are also indicated by the misleading and deceptive packages, many samples of which, bought in the retail market, have come to the committee from agents of the Bureau of Chemistry and the director of the regulatory work of the Department of Agriculture, from competitors of offending manufacturers, and from the public."

Mr. Haugen then led the way from his office to the committee room, where twenty-eight exhibits of slack-filled and deceptive packages were arranged on shelves. In practically every instance, these packages were attractively and impressively designed, and they ranged from a spaghetti carton, labeled and containing seven ounces, which was one-third full, to a mustard seed carton with a window that was filled just to the top of the window, and included packages of potato chips, spices of several kinds, grated coconut, and various other food products.

"The exhibits constitute a very small sample," Mr. Haugen explained, "of the total number of containers of the kind on the market. We have desired to illustrate only the different forms, and no attempt has been made to demonstrate the extent of the fraudulent practice. Much testimony has been introduced to show that numerous manufacturers have been forced by competition to resort to the practice, and, aside from the necessity of protecting the public, I believe that one of the best results from the passage of the bill will be the protection of honest manufacturers and merchants against the evils of fraudu-

lent and deceptive competition."

One of the first witnesses before the committee during hearing of the bill was Dr. W. G. Campbell, director of regulatory work of the Department of Commerce, who referred to the exhibits and testified that the department, in the enforcement of the food and drugs act, had encountered situations of the sort continuously. He also said that it had been held, after mature consideration by the department's solicitor, that the present wording of Section 8 of the Food and Drugs Act makes it impossible for the department to take action in those instances where there is no design, no statement on the label itself with respect to the quantity of content which will give a false and misleading impression; that is, where the package, without any labeling, creates an impression concerning the quantity of food that it contains. He declared that the type of package was of the kind that does not permit of inspection before purchasing, and explained that the presumption is, irrespective of the declaration on the label, that the package is full.

NO INTENTION TO PENALIZE HONEST MANUFACTURERS

Dr. Campbell also discussed various phases of the act and the objections to it that had reached the committee from manufacturers, and explained that the department, in asking for the legislation, had no intention of penalizing honest manufacturers by insisting on interpretations which would increase the cost of manufacturing and packing certain goods by established methods that would be very difficult to conform to a literal and exact interpretation of the act.

He mentioned canned goods, for example, and the fact that it is necessary to include a sufficient amount of liquid with canned peas, or any other fruit or vegetable that is placed in the cans before processing. He pointed out that there must be an allowance for vacuum, for normal shrinkage of all such products canned when hot, and that it would be absolutely impossible to completely fill packages

of the kind. He also explained the administrative policy of the department, and that in administering the Haugen act all of the natural shrinkage of manufacture and handling would be determined in order to ascertain whether there had been losses due to necessary factors alone, in the cases of packages offered at retail, or whether the losses could be contributed to slack-filling.

"The department," he continued, "very naturally would not refer to the courts for prosecution any case, until there has been adequate investigation with respect to such shrinkage or such loss as would be sustained in the ordinary handling of the package, where good commercial practices prevail, and where prudence and care had been exercised in the preparation. I doubt whether it would be possible, under such circumstances, to make a case in court unless that were done. My judgment, with regard to all of these amendments, is that we should have in the text of the act itself such guarantee to the industry against

what might be regarded as injurious enforcement or administration of the law. The department is not averse to seeing any amendments put onto this bill that will give to the industry such assurance."

Dr. Campbell was followed by Charles Wesley Dunn, general counsel of the American Specialty Manufacturers' Association, who said that his organization includes all of the representative food manufacturers of the country. Mr. Dunn commented on that part of the act which amends the food and drugs act to read: "A food shall be deemed misbranded if it be in a container made, formed, or shaped so as to deceive or mislead the purchaser as to the quantity, quality, size, kind, or origin of the food contained therein."

"I desire to state in behalf of our association that we indorse this amendment both in principle and form. We cannot understand how any manufacturer or anyone else can justly oppose a law which is directed against a form of



DORRANCE, SULLIVAN & COMPANY

Incorporated

Advertising

130 West 42nd Street
NEW YORK

31 Milk Street
BOSTON

Stonewall Ledger

WITHSTANDING TIME!

Ancient scribes chiseled their records into stone or moulded them in clay tablets. Modern bookkeepers secure permanence for their accounts by entrusting them to STONEWALL LEDGER. This sturdy sheet offers stubborn resistance to the ravages of time. It is a deluxe ledger suitable for banks and business houses desiring the best paper available. It is equally efficient with either pen-and-ink or machine book-keeping.

STONEWALL LEDGER is made in a variety of sizes and weights and in three colors—buff, blue and white.

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCORUS BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

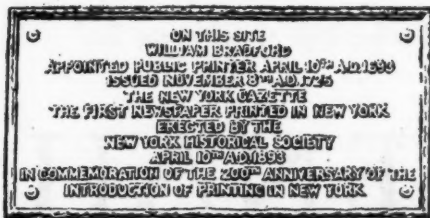
Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Between Finance and Printers' Ink

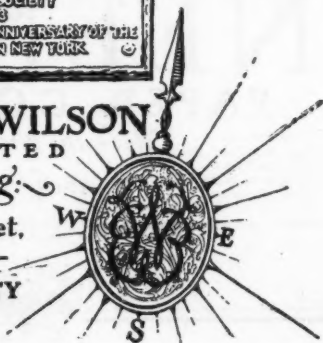
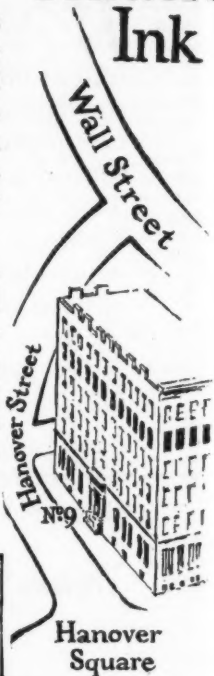
HANOVER SQUARE was the "Printing House Square" of Colonial New York. William Bradford set up his first printing press there and on the same spot, in 1725, began publication of "The New York Gazette," the city's first newspaper.

At 9 Hanover Street, midway between Hanover Square and Wall Street—between finance and printers' ink—are the offices of Edwin Bird Wilson, Inc., an advertising agency which interprets the services of prominent financial institutions to the public through the medium of the printed word.



EDWIN BIRD WILSON
INCORPORATED
Advertising

9 Hanover Street,
-just off Wall-
NEW YORK CITY



container which is deceptive in the sale of food products.

"We cannot understand further how this amendment could be drawn more fairly or effectively to protect the purchasing public and do justice to the manufacturer who is pursuing proper trade practices. So we recommend that the amendment be made in the form stated."

ALLOWANCE FOR REASONABLE VARIATIONS DESIRED

In regard to the second amendment of the act, providing that food is misbranded if the package is slack-filled, Mr. Dunn said that his association endorsed the amendment in principle, but believed that the form was unduly restrictive, and continued:

"All we ask is for a reasonable variation. I think we are entitled to a reasonable variation, for instance, that comes through incidental and accidental loss or error in filling." He also explained that in packing certain products both shrinkage and expansion would have to be allowed for, and entered into a discussion with several members of the committee as to the proper wording of the amendment to give the desired effect.

In commenting on this testimony, Mr. Haugen said that the original bill already had been amended to take care of the reasonable variation requested by Mr. Dunn, and that tolerances had been included that made it conform to the best opinions of the industries concerned.

Richard H. Bond, representing the Flavoring Extract Manufacturers' Association, was the next witness. He said that while he had appeared before the committee during both previous hearings he did not know, until recently advised, that the bill would apply to panel bottles. He then declared that he was opposed to the bill as it was written, because he believed there is ample protection in the food and drugs act as it stands for all of the people in the country.

"Just a word," he added, "about the flavoring extract industry with regard to the panel bottle. This

bottle has been used for generations, long before I was born, and probably long before you gentlemen were born. . . . I do not believe there is any deception practiced upon the consumer by the panel bottle at all." He then went on to explain that the thin, flat bottle was a convenience to housewives and chefs in measuring extracts, and insisted that the question of deception in such matters was a dangerous thing when left for answer to the administrative officers and inspectors of the Bureau of Chemistry.

Representative Tincher, a member of the committee, reminded the witness that there is considerable waste in the manufacture of the panel bottles, and that their cost is higher than that of regular bottles. He recalled an exhibit of panel bottles made so thin that the sides touched; but Mr. Bond would not admit that there is anything deceptive in their use, and declared that the bottle is a valuable asset to the entire extract trade because it has been a feature of practically all manufacturers for many years.

The witness made his final objection to the act on the basis that it would increase the investment of extract manufacturers and the spice industry millions of dollars, the cost of which they would have to pass along to the public, and that it would also do away with the work which the Department of Commerce has performed in the simplification and elimination of packages.

"We are all inclined to look with tolerance on long established practices," Mr. Haugen remarked in commenting on this testimony; "but an evil is not changed by extensive adoption and long practice. The panel bottle costs more to make, and the manufacturer passes the extra cost along to the consumer because the deception of the bottle makes it easy to sell. The container appears to hold about twice as much extract as it really contains, and the consumer uses it so slowly that the date of purchase is forgotten long before the bottle has been emptied. Be-

cause the average purchaser thinks in terms of bulk rather than weight, the appearance of the panel bottle makes it deceptive.

"The increase in investment that the act will call for is not to be compared with the loss now suffered by the public in the purchase of fraudulent and deceptive packages. Objection to the bill on that ground is entirely illogical; the investment of any amount would be worth while, if it is necessary to assure square dealing for the public.

VARIOUS STATES CONSIDER LEGISLATION

"Another very important matter was brought up during the testimony offered by Mr. Bond, which concerned the legislation of various states. The first slack-filled package bill attracted the attention of the legislatures of a number of States, and when it failed to pass the Senate two States adopted similar bills. Many others have considered it, and before the year is out at least a dozen States are expected to pass bills that will

prohibit the use of panel bottles and slack-filled packages. Naturally, these State laws vary, and I believe that it is to the interests of every manufacturer to operate under a Federal act that will be uniform for all States.

"So far as the simplification and standardization work of the Department of Commerce is concerned, I am sure that the act will be a help rather than a hindrance. The act does not require a manufacturer to put out containers to fit certain units of goods; it merely requires him to fill the containers he adopts. And, so far as I know, there has not been a single objection to the act on the part of any member of the organization of the Department of Commerce that has charge of the simplification work."

Another witness before the committee was Edward L. Roberts, representing the National League of Commission Merchants, the International Apple Shippers' Association, and the Western Fruit Jobbers' Association. He pointed out how the amendments aimed at

Car Cards and Window Displays

The novelty of your card or display will be worthless if practical printing details are not carefully considered.

Your color must be of the highest grade to remain brilliant under trying conditions. The mounting or card must be such as to stand abuse and not lose its value.

Easels must be carefully attached and your die cutting needs an accuracy which makes skill and the latest equipment necessary.

The

DIAMOND
PRESS

We possess sufficient practical knowledge to produce especially this type of work.

Chelsea
8778-8779
3771

106-110
Seventh Ave
N.Y. City

THE NEWSPAPERS THAT WON FOR THE SPACE BUYER

The most tremendous task in the realm of advertising is that of the space buyer. The advertiser looks to him for success, consequently he sounds the keynote in all successful advertising campaigns.

The Outstanding Success of the Dayton Daily News

is the expression of those wizards who placed the business in 1923.

DAYTON AND THE NEWS DID NOT FAIL THEM

Dayton is the field that wins—the **News** is the instrument to reach the people—the **News** is the leading paper—the **News** shows a substantial gain in national lineage for 1924—the News League of Ohio, **Dayton Daily News**, **Canton Daily News**, **Springfield Daily News**, has a well organized merchandising department and publishes a merchant's guide the first Monday in each month, 94,000 of which are circulated as a part of the regular editions.

FACTS are FACTS

Dayton Daily News—1923—Figures

Daily	Circulation	A.B.C.	46,381	Leading	the	Field
Sunday	Circulation	A.B.C.	43,712	"	"	"

National Lineage...	2,163,854	Next paper...	1,015,042
Total lineage.....	15,807,246	Next paper...	9,368,632
Classified ads.....	243,977	Next paper...	129,059
News League of Ohio Circulation.....			89,169

THE NEWS LEAGUE PLACED BESIDE THE HIGHEST IDEALS MEANS ADOPTION

NATIONAL REPRESENTATIVES

Chicago	San Francisco	New York
I. A. KLEIN	A. J. NORRIS HILL	I. A. KLEIN
76 West Monroe Street	Hearst Building	50 East 42nd Street



Williams & Cunnyingham

Whose business
is the study and
execution of

*good
advertising*

6 NORTH MICHIGAN AVENUE, CHICAGO
111 FIFTH AVENUE, NEW YORK

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fraudulent packages of manufactured goods were not sufficiently comprehensive to take care of any misbranding violations which may occur in the packing of fruits and vegetables. In the interests of producers of farm products he urged that a proviso be added to the amendment that had been approved by the Department of Agriculture, and Mr. Haugen said that the final draft of the bill had fully taken care of these demands.

The most strenuous objection to the bill was offered by I. G. Jennings, representing the Glass Container Association of America. He declared that the bill, if passed, will do great harm to the glass industry of the country, and that it will do inestimable injury to thousands of packers and bottlers of foods, drinks and, possibly, drugs.

"This law reaches the glass men only indirectly," he said. "It is the user who is proceeded against. It is his product that is confiscated. He buys the bottles. We fill his orders and, of course, will make the bottles he wants. We believe that this legislation is unnecessary. If for any reason this law ever was necessary, it is not so now."

INIMICAL TO BUSINESS

He sweepingly denounced the act and declared that there never was a more uncertain and poorly defined law proposed with such infinite possibilities of becoming a standing menace to productive property rights and legitimately conducted business. He pointed out a number of alleged weaknesses, uncertainties and unwarranted imputations of dishonesty, and continued:

"This bill, if it passes, will tend to destroy millions of dollars' worth of good-will for those packers and bottlers who have chosen for their products distinctive glass containers in which their own individuality can be expressed. Many packers, as, for instance, of cat-sup, consider their particular design of bottle as part of their good-will and have spent large sums of money in advertising to make it valuable. Many people will not purchase products unless

Publishers AND BUYERS OF PRINTING Read this

Nowhere will you find better facilities for the making of large editions, books or printed matter.

Nowhere will you find large editions made better than by HADDON PRESS Craftsmen.

Nowhere will you find an executive personnel better qualified to give you complete service.

Exquisite typography, perfect plate making, the best Black and Color Printing.

Artistic bindings in cloth and leather.

Manufacturing facilities and equipment the equal of any, anywhere.

It will pay you to consider HADDON PRESS with its excellent shipping advantages, prompt deliveries and low operating costs.

A competent representative will call on request.



INCORPORATED

Where Federal crosses Nineteenth Street
CAMDEN, NEW JERSEY

in the style of container known to belong to the particular industry or individual firm."

He elaborated on this objection at length, declaring that such a thing as a slack-filled glass container is impossible, reviewed a number of facts of the glass industry, and attempted to show by the statement of figures the extent to which the act would injure all bottle manufacturers and the small operators in particular.

HEINZ CLAIMS DESTRUCTION OF GOOD-WILL

R. E. Cook, representing the H. J. Heinz Company, offered a series of objections based largely on the ground of destruction of good-will. "We are unequivocally opposed to House bill 762," he asserted. "We think it is unnecessary and that it is not in the public interest. Our company, in the course of fifty years, has expended vast sums of money individualizing our containers. Speaking of glass particularly, we have over forty different designs of glass

containers. These containers have been individualized, and because of that individualization our customers know them when they come to a store—they know our goods; they call for our goods."

He expressed a fear that the law might be administered unscrupulously, and, in that event, would greatly injure industry. He said that, individually and personally, he approved the use of the panel bottle, and, after much further discussion, concluded his testimony by stating, "I am in earnest in saying that we cannot afford to see this kind of law passed; that the public cannot afford to see it passed, because it is not in the interest of the public welfare."

In commenting on the testimony of the last two witnesses, Mr. Haugen expressed surprise that the bill was objected to on the basis that it might injure good-will. "In protecting the public against fraudulent practices," he said, "the act will create, rather than destroy, good-will for the

Facts *and* Figures

During 1923 — \$98,000,000 worth of Plumbing and Heating Goods—Specialties and Equipment—were bought by the subscribers of Sanitary and Heating Engineering.

SANITARY AND HEATING ENGINEERING reaches 6,400 high-grade employing and contracting Sanitary and Heating Engineers twenty-six times a year.

May we offer you the aid of our Service Department in preparing copy and send you rates?

SANITARY^{and} HEATING ENGINEERING

PUBLISHED BI-WEEKLY

Member A. B. C.

Member A. B. P. Member N. P. A.

15 E. 40th Street

New York City

Unique—and to the Point!

The "Adapt-Style 4 in 1" mailer is a unique and highly intensive direct advertising mailing piece that goes straight to the point of your argument—the sale!

"Adapt-Style" Mailer
Patents Pending



Opened it is a letter, advertisement, detachable return coupon, post-card or order blank. Closed it is an envelope ready for mailing. All on one—in one.

Self-enclosed, self-locking; no clipping, no sealing, no envelope needed. Will carry an enclosure; requires only *one-cent* postage.

**We will be pleased to furnish dummies
on request and to submit
prices upon receipt of specifications**

"Adapt-Style" mailers are printed in any size required by copy; they are all self-locking, carry enclosures, and mail for one cent. Entirely out of the common run, and unusually attractive and practical, "Adapt-Style" mailers have opened new possibilities in direct-mail advertising.

Let us tell you more about them

Lobell, Priestman Company

Sole and Exclusive Printers of "Adapt-Style" Mailers
37 West Van Buren Street Chicago

Linotype Caslon Old Face

*Newly Cut for Linotype Typography from the Original
Designs of William Caslon I*

ADVERTISING men who know the difference between Caslon's original types and most of the so-called Caslons of today will be quick to appreciate this newly completed Linotype series. Based throughout on Caslon's own designs, it preserves all those characteristics which give the original its beauty and legibility and which are so often lost in modern reproductions through attempted "improvements." In cutting it for the Linotype the designers have linked the highest traditions of printing with today's requirements for economical production.

The series ranges in size from 6 through 36 point. It has the characteristic "Swash" initials and is supplemented with a full assortment of borders and decorative material designed to harmonize with the type.

A de luxe specimen folder showing the Caslon Old Face series with its related ornamentation will be sent on request

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

This advertisement shows the 8, 10, 12, 18, 24 and 36 point sizes of Caslon Old Face.

380-24-4

Composed entirely on the LINOTYPE

manufacturers. It will also protect the advertised, honestly made lines of goods against destructive and demoralizing competition.

"So far as the glass bottle makers are concerned, we know that the bill, when passed, may necessitate the discarding of certain moulds and other manufacturing equipment; but if the act results in protection to the public a loss of the kind cannot be considered justly. We cannot allow a fraud to continue merely to save money for the manufacturers.

"Objection to the bill on the ground that it may be unscrupulously administered could be made against most any administrative bill ever passed, and it seems entirely unjustified. Since 1906, the Bureau of Chemistry has been administering the pure food and drugs act, and I have never heard a single claim that the act has resulted in dishonest practices by the bureau's officials or agents, or that it has injured any honest manufacturer, or that it has tended to destroy the goodwill of any industry or individual. On the other hand, it is generally admitted that the act has protected honest manufacturers against fraudulent competition, prevented a vast amount of deception, and has protected the health of the public.

"The honest manufacturer has absolutely nothing to fear from the passage of the slack-filled package act. The law will not interfere with his business in any way, and he will have unlimited latitude in expressing his individuality in his containers and packages. Obviously, before any action could be brought under the act, the fact would have to be established that the packages or containers of a manufacturer were actually deceiving the public.

"Endorsements of the act outweigh all objections. I feel sure that every member of the committee is in favor of the bill, and that it will be again reported favorably to the House. In its present form it cannot injure any legitimate, honest business; interest expressed in it and similar

ADVERTISING AGENCIES

that want to help build business for their Hotel clients should acquaint themselves with the special service rendered by



The Only
Complete and Authentic
Record of
**CONVENTIONS
AND
EXPOSITIONS**

(Description Leaflet No. 80 upon request)

Hendrickson Publishing Co., Inc.
1402 Broadway, New York City

FIGURE

**UNDERWEAR
HOSIERY**

The
**Underwear & Hosiery
Review**

legislation by State officials and the public shows that it is necessary. I have reason to believe that the Senate will pass the bill during this Congress; but if it does not I shall reintroduce the bill next Congress, and repeat the process as many times as may be necessary to enact the bill into law."

Coca-Cola Bottlers Discuss Advertising

Advertising and merchandising methods largely occupied the attention of Coca-Cola bottlers who held their second annual convention recently at Atlanta, Ga. W. G. Jackson of Spartanburg, S. C. spoke on "Making Advertising Pay." An address on advertising and Coca-Cola's general campaign was given by R. C. Treseder of the Coca-Cola Company.

George Ripley, Jr., Atlanta, spoke on various phases of poster advertising; T. G. Reeves, Columbus, Ga., on the pulling power of signs; W. L. Sims, Staunton, Va., on the creation of demand; Allen E. Turner, New York, on the cultivation of markets, and W. C. D'Arcy, D'Arcy Advertising Company, Inc., St. Louis, on the permanency of Coca-Cola.

Combination Package of Lever Products Advertised

Lever Bros. Ltd., Toronto, are advertising in Canada what is called a "Service Package," retailing at twenty-five cents, which contains a regular size package of each of their four products, Sunlight, Lifebuoy, Rinso and Lux. No coupons are required. The customer simply asks the grocer. The offer is for a limited time, and only one package is allowed each customer.

Toronto Publisher Appoints United States Representative

Consolidated Press Ltd., Toronto, has appointed Hall Linton its Western United States representative. He will make his headquarters at Chicago. Mr. Linton was formerly with the advertising staff of *Saturday Night*, published by the Consolidated Press.

Commercial Art Studio Started at Philadelphia

Donald C. Taber, formerly with the Kraft-Phillips Commercial Art Studio, Philadelphia, has engaged in a commercial art business of his own at that city.

J. Walter Thompson Transfers Howard Henderson

Howard Henderson has joined the Cincinnati office of the J. Walter Thompson Company. He previously had been with the Chicago office of that agency.

Charges Suppression of Competition

An automobile wheel rim and parts manufacturer, and eight distributors of its products, are charged by the Federal Trade Commission with combining to maintain and enhance prices and to suppress competition in the distribution and sale of the manufacturer's product. The manufacturer is the Firestone Steel Products Company, of Akron, Ohio, and the distributors are Jacob Matern & Sons, Inc., New York; Motor Rim Manufacturers Company, Cleveland; Motor Rim Wheel Manufacturing Company, Chicago; Keaton Tire & Rubber Company, San Francisco; Standard Tire & Rubber Company, Boston; Phineas Jones & Company, Newark, N. J.; Eastern Wheel & Rim Company, Philadelphia, and H. O. Norris, Baltimore, trading as R. W. Norris & Sons Company.

The complaint alleges that the Firestone Steel Products Company allots to each of its distributors an exclusive territory privilege, and enters into contract with such distributors which requires the enforcement of a system of fixed retail prices and trade discounts used in connection with the restrictive and exclusive territorial agreements.

The complaint recites in detail the methods alleged to have been used by the respondents in the co-operative enforcement of their system of fixed retail prices, among which are: The distribution of their schedule of retail prices throughout the trade in catalogues and price lists, and urging and securing the maintenance of them by retail dealers; coercing dealers through threats of the loss of their business to adhere to and enforce such system; and by withdrawing their business from the hands of dealers who refuse to abide by and to enforce respondent's price plan.

Thorsens Form Insurance Business

J. Mitchell Thorsen, formerly business manager of *Cosmopolitan*, and George S. Thorsen also associated at one time with the advertising staff of *Cosmopolitan*, have formed a partnership to conduct a general insurance business. An office has been opened at New York. The business will be carried on under the name of Thorsen & Thorsen.

Will Direct Campaign on Electric Ranges

The National Electric Heating Company Ltd., Toronto, has placed its advertising account with the Toronto office of The R. Sykes Muller Company, Ltd., advertising agency. A campaign especially featuring National Electric ranges is being planned.

T. L. Killough Joins N. W. Ayer

T. L. Killough, formerly with *The Literary Digest*, has joined N. W. Ayer & Son at Philadelphia.

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Another Success Message

displayed in *full preferred position* in the leading daily newspapers of sixteen principal cities to

5,054,489 Circulation

Representative of the Success Magazine, New Smith estate.

Is This Your THOUSAND DOLLARS?

SUCCESS offers a prize, open to all. Read the April number. On news stands today.

SUCCESS is an American Institution

One of the best known advertising men in the world has just said: "If the magazines in this country were reduced to five, SUCCESS would be one of them or there would have to be six."

Success

The HUMAN Magazine

251 Fourth Avenue, New York, N. Y.
10 So. La Salle St., Chicago 194 Boylston St., Boston

Inserted to occupy 84 lines across two columns.

Published Simultaneously in the Following Dailies

New York Herald
New York Tribune
New York Times
New York World
Brooklyn Eagle
Boston Post
Philadelphia North American

Philadelphia Bulletin
Buffalo News
Chicago Post
Chicago Tribune
Washington Post
Kansas City Star
St. Louis Post-Dispatch
Seattle Times

Atlanta Constitution
Detroit News
Minneapolis Journal
Los Angeles Daily News
San Francisco Chronicle
Cleveland Plain Dealer
New York Daily News

Success

251 Fourth Ave., New York, N. Y.

10 S. La Salle St., Chicago

194 Boylston St., Boston

An evolution that even Bryan would approve

GROWING PAINS at eight months! And how anxious I was those first days, wondering whether agencies and advertisers were loyal enough to conscientious workmanship and proven typographic ability to keep me busy... Now, I must have additional capital, equipment and staff to better serve my clients. So,

I Announce the Incorporation of the Wienes Typographic Service

The capital required for the expansion of this business comes from the employees. And this is as it should be... Let every man here feel that he is building for himself and you can be sure he will build advertisements that will build business for you. May our typography have an opportunity to talk for you? Phone Longacre 7034

PAUL J. WIENES, President

WIENES TYPOGRAPHIC SERVICE, INCORPORATED
203 WEST FORTIETH STREET [AT SEVENTH AVE.] NEW YORK

Joseph & Feiss Sell Dealer Helps by Mail

THE Joseph & Feiss Company, Clothcraft clothes for men, by direct mail is advertising to its dealers a booklet to be used by them for direct-mail advertising. The mailing piece of The Joseph & Feiss Company, when unfolded represents a magnified, classified want-ad. "Situation Wanted," the caption reads and the text continues, "by live-wire salesman. I'm anxious to work for any Clothcraft Retailer who wants to increase his suit business."

"Here's the way I work:" runs another paragraph. "My methods differ somewhat from the usual manner of retail selling. I do not wait for the customer to enter your store—I call on him at his home, or office. I then go over with him, in detail, the various little features of style, fit and workmanship, that he should expect to find in any *good* suit of clothes—and show him how he can buy the kind of clothes—quality at a considerably lower price than he is accustomed to pay. I show him actual samples of fabrics—call his attention to one of the fairest clothing guarantees ever written. And that's not all—I stay right with him, on his desk, or in his pocket—where he won't easily forget my story. After a solicitation like that, it is pretty easy for him to decide that *your* store is the place to buy his spring suit."

Following the style of a want-ad, a final paragraph deals with recommendations which may be had from "Clothcraft retailers who have been using me for the past six seasons." The "advertisement" is signed by The Clothcraft Serge Folder, in care of The Joseph & Feiss Company.

The salesman, a booklet, for which the company makes a charge, is affixed beneath. Places for the dealer's name are noted. For the cost of postage the company offers to take over the dealer's mailing list and handle the addressing and mailing.

SHELDON SERVICE

FOR

Newspaper Advertising

Highest Quality of Product
Lightest Possible Weight
Satisfactory Service
Every Promise Kept

Our product demonstrates that we have the best equipped plant in the world for the manufacture of Newspaper Advertising Electrotypes, Stereotypes and Matrices.

We have designed a system for our clients' use in ordering shipments to newspapers or dealers that will save time in your office.

Let us tell you about our service and our product.

SHELDON CO.

NEW HAVEN CONN.

New York Office: 38 Park Row

**Knitted
Outerwear**
-sweaters
bathing suits
fancy knit goods

Sweater News
and
Knitted Outerwear
321 Broadway New York

DISTRIBUTION



2241

Manufacturers in an industry and

2063

of these are reached by one publication.

92%

coverage of the Pharmaceutical Specialties industry is assured by advertising in

"STANDARD REMEDIES"*Rate card and copy gladly furnished upon request*Standard Remedies Pub. Co.
425 Star Bldg. Washington, D. C.

Think of "the Other Fellow" If Export Business Is Wanted

TO think of "the fellow at the other end" would be a good resolution for every American exporter, but especially for those who, as newcomers to the export field, have not yet learned from experience what it may cost to go rushing ahead thoughtlessly.

In the course of a year one encounters innumerable cases which illustrate the failure of export managers to realize that foreign sales cannot be handled on the same basis as domestic business. Two or three recent examples are representative. A sales letter, excellent in every other respect, ended with a quotation of prices "f. o. b. Cincinnati." Few British business men have any definite idea about the best shipping route from Cincinnati; much less do they know the cost of transport to seaboard. Consequently the effect of the sales letter was largely lost. Even a casual thought about "the fellow at the other end" should prevent such a waste of effort.

Another letter, offering agency representation for an attractive line of goods, qualified its quotation of prices by the statement "boxing charges and inland freight comparatively low." And a request to an advertising agency for information as to market possibilities for a household novelty submitted a sample without a word as to the price at which the goods could be laid down in London. From the standpoint of the prospective foreign buyer, whose orders are sought, such omissions of essential details in the first instance create unfavorable impressions that discourage incentive to do business.

A cablegram to a firm in Central Europe had to be forwarded to London, in order to get it deciphered, because the sender in the United States had used a private code, not even named among the two score recognized telegraphic codes in the international

¼ actual size

**Send
10 cents
for this
Big, Handy
Tube—today!**

Just the paste for your purpose.
Creamy, sticks tight and quickly.
Sold at leading stationers, drug,
department, 5-and-10-cent stores.

The Commercial Paste Company
Columbus Dept. 115 Ohio

**GLUEY
PASTE**



Damaged? Stolen? Lost?

THREE things that may happen to *any* parcel post package. Three reasons why *every* parcel post package should be insured.

Enclosing a coupon from the North America Coupon Book insures automatically and assures prompt payment of claims. The stub is your record of shipment.

Our rates on Parcel Post Insurance will interest you. Make inquiries today.

Insurance Company of North America

PHILADELPHIA

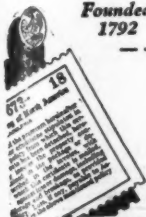
**Founded
1792**

"The Oldest American Fire and Marine Insurance Company"

Insurance Company of North America,
Third and Walnut Streets,
Philadelphia, Pa., Dept. W-43.

Name
Street
City State

Wants information on Parcel Post Insurance



200,000

Evening

240,000

Sunday

**Concentrated
Circulation**

**P.S.—We
merchandise
the territory.**

**The
Detroit
Times**

register. When finally unraveled the message proved to be concerned with urgent business, but more than three weeks had been lost before the European merchant knew that it was an acceptance of his order for goods.

In domestic business many retail merchants have discovered the sales value of the slogan "All prices marked in plain figures." There are various adaptations of this idea, possible in soliciting foreign business, which would help much toward the goal of never leaving "the other fellow" in the dark.—Walter S. Tower, United States Commercial Attaché at London in "Commerce Reports."

Owens Bottle Reports Increased Profits

The Owens Bottle Company, Toledo, and subsidiaries, for 1923, report a manufacturing profit of \$3,074,295, as compared with \$2,907,370 in 1922, \$797,422 in 1921, and \$4,343,490 in 1920. After the addition of royalties and other income, and deductions for expenses and Federal taxes, the net profit shown is \$3,560,563 for 1923, against \$3,554,862 for 1922, \$1,369,096 for 1921, and \$4,222,205 for 1920. Patent rights, leases, contracts, etc., of the company are valued at \$3,677,371.

The company controls over eighty United States patents protecting Owens and Graham bottle-making machines and allied appliances. The company also controls the marketing of the Owens toothbrush.

Chain Stores Trade-Mark Hose

The New York Waist House, Inc., New York, has made application for registration of its trade-mark "Fan-Tan" for use on women's hosiery. The company operates a chain of fifty-six retail stores. Its Fan-Tan hose is made exclusively for the company's stores and is not advertised, the company says.

Lon R. Smith, President, Columbia Motors

Lon R. Smith has been elected president and general manager of The Columbia Motors Company, Detroit, manufacturer of the Columbia Six. He succeeds J. G. Bayerline, who has resigned.

Chippewa Falls "Gazette" Appoints Hamilton-De Lisser

The Chippewa Falls, Wis., *Gazette*, has appointed Hamilton-De Lisser, Inc., publishers' representatives, New York, as its national representative.

C & M

*Hand Made Papers Score Again
—This Time for Rolls-Royce*

THE new ROLLS-ROYCE catalogue has created a striking impression in the minds of those able to buy fine motor cars.

The cover is the beautiful Canson Black Mi Teinte with the Winged Figure embossed in silver leaf.

We can create sales producing impressions for you, too.

Canson & Montgolfier

of Vidalon, France

Manufacturers of Hand Made Papers
Since the 16th Century

Printing
Crafts
Building

New York
City, N.Y.
U. S. A.



IT has been said that
"Where there's Goodwill
there's GOOD BUSINESS"

The Ferree Company manufactures a comprehensive line of goodwill advertising specialties and suggests that you review their new envelope size Catalog No. 30.

A request written on your letterhead will bring this catalog to you by mail. Write now.

E.H. Ferree Company

Lockport, N. Y.

Patent Office Officials Cannot Recommend Attorneys

The Department of the Interior of which the Patent Office is a part, has discontinued the practice of recommending attorneys or other agents to aid persons having business before it. This practice has been the custom for many years and the Secretary of the Interior has ordered its abolition so that there will be no opportunities for favoritism. In his letter of instructions the Secretary specified that this order was not to be understood as prohibiting the furnishing of information as to whether or not an attorney or agent duly registered or admitted to practice is in good standing.

Aeolian Company Becomes Radio Distributor

The Aeolian Company, Duo-Art and Pianola pianos, and Vocalions, New York, used large newspaper space in that city recently to announce the opening of a radio department. To radio dealers a note stated that the company had been appointed distributor for the Radio Corporation of America and although the demand was far in excess of the supply, it would shortly be in a position to supply them with new sets. A cut was used showing Aeolian Hall, with the broadcasting towers of the Radio Corporation of America upon the roof.

Enters Advertising Work at Shanghai

D. H. Lawson has resigned as advertising and business manager of the Manila, Philippine Islands, *Daily Bulletin*, to go into advertising work at Shanghai, China. Mr. Lawson had been with that newspaper for four years. He was formerly with the Los Angeles *Examiner* and was at one time in charge of the Chicago office of the Kansas City *Star* and later with the Curtis Publishing Company at Philadelphia.

W. L. Gordon Forms Own Business at Cincinnati

A new advertising service business has been formed by W. L. Gordon at Cincinnati under the name of The W. L. Gordon Company. The new business will specialize in mailing lists, sales letter writing, etc. For six years Mr. Gordon has been general and advertising manager of the *American Automobile Digest*, Cincinnati.

New Accounts for Porter-Eastman-Byrne

The advertising accounts of the Owensboro Ditch & Grader Company, and the Green River Tobacco Company, both of Owensboro, Ky., and the Gellman Wrench Corporation, Rock Island, Ill., have been placed with the Porter-Eastman-Byrne Company, Chicago advertising agency.

Display Men to Meet at Buffalo

The International Association of Display Men will hold its annual convention at Buffalo from June 23 to 26. Among the speakers scheduled are: Alex F. Osborn, vice-president, Barton, Durstine & Osborn, Inc., Buffalo; Robert Karkunoff, Shea's Theatre, Buffalo; Roy T. Crandall, Buffalo; Herman Frankenthal, display manager, B. Altman & Company, New York, and Charles W. Morton, window display manager, Weinstock-Lubin Company, Sacramento, Calif., who was president at the time the last convention was held in Buffalo, twenty-four years ago. The program has not been fully completed.

The usual feature of the convention will be a window display contest for which photographs are now being submitted. There are three prizes for each of fifty-one classes, covering practically every branch of retail trade and store departments. The prizes range from silver trophy cups down to medals. Each prize won counts in points toward the winning of the grand trophy and also the club sweepstakes trophy now held by the Buffalo Display Men's Club.

The convention committee includes John J. Cronin, president; Clement Kieffer, Jr., convention director; E. Preston Browder, director of publicity; Edward D. O'Dea, Charles McKearnin, E. E. Cloakey, Ellwyn McEachnie, Philip J. Bellanca, William J. Amborski, Charles G. Haas and A. J. Dietrich.

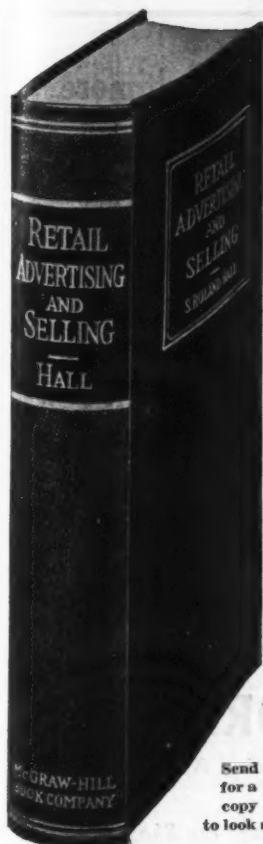
Business-Paper Salesmen Told Value of Editorial Co-operation

Closer co-operation between the editorial and sales departments in the business-paper field was urged by Charles G. Phillips, of the *Dry Goods Economist*, speaking at a meeting of the New York Business Publishers' Association, New York, on March 28. The material which a salesman can obtain from the editorial files, Mr. Phillips said, would double his opportunity in selling space.

R. T. O'Connell, manager of the service department of *Textile World*, outlined what a service department could do to aid a salesman in selling space. Selling, he pointed out, should be done with the prospect's point of view in mind. The prospect's needs must be recognized, he must be shown how he can be helped, and to do that it is necessary to get his point of view, Mr. O'Connell said. The salesman may suggest, he continued, but let the prospect explain just what he is up against and what it is that he wants.

George H. Griffiths, of *Hardware Age*, was chairman of the meeting.

The Schulte Retail Stores Corporation, chain cigar stores, reports a profit of \$3,763,637 for 1923, before taxes. This compares with a profit of \$2,587,475, after taxes, in 1922.



Another Hall Book Just Out Best Methods of Retail Advertising and Selling

S. ROLAND HALL'S RETAIL ADVERTISING and SELLING

590 pages, 4½ x 7, flexible, illustrated,
\$5.00 net postpaid

A handbook of practical retail merchandising packed, as are all Hall's books, with actual advertising and selling plans and methods that have made money—in this case—for retail stores.

Mr. Hall covers in this book those phases of retailing that have to do directly with advertising and selling, the training of assistants for such work, and the fundamentals of good store layout and merchandise display. From all over the country and from dozens of different retail trades, successful ways of advertising and selling have been gathered.

The Book Explains

- How surveys of retail markets are made—
- How advertising budgets are made and followed—
- How progressive merchants figure price, profit and turnover—
- How window displays draw business—
- Modern methods of merchandise arrangement—
- How newspaper advertising is used—
- How to write retail copy and what can be done with type—
- What outdoor advertising does and what is being done with the mail—
- How salespeople are trained to sell—
- What store papers can do and how to make a good one—
- What special sales plans and policies have done for stores—
- And hundreds of other important retail advertising and selling points—

Send
for a
copy
to look at

There are detailed chapters on newspaper advertising, manufacturers' syndicated advertising, street-car, outdoor and specialty advertising—and also successful direct-mail methods—chapters full of concrete, usable material.

There's a splendid section on advertising typography by Richard M. Boren. There's a fine chapter on Writing Retail Copy. There are fact-packed chapters on Training the Sales Force—Sales Manuals and Courses—Talks on Better Selling—Sales Ideas, Plans and Experiences—and many other valuable pages of retail merchandising information.

Send the coupon for a copy to look at—this book has something for you.

FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO.,
370 Seventh Avenue,
New York

Send me for 10 days' free examination, Hall's Retail Advertising and Selling, \$5.00 net, postpaid. I agree to remit for the book or to return it postpaid within 10 days of receipt.

Signed.....

Address.....

Position.....

Company.....

P. I. 4-3-24

200,888 FAMILIES In Baltimore

After eliminating all unpaid circulation and abolishing return privileges, the average daily net paid circulation of The Baltimore News (Every Copy Paid For) is growing, as follows:

July, 1923.....	96,670	Gain as Compared With July, 1923
December, 1923.....	100,655...	3985
January, 1924.....	107,126...	10,456
February, 1924.....	111,671...	15,001

NO PREMIUMS! NO CONTESTS!

Circulation is being developed in accordance with strict business principles.

THE BALTIMORE NEWS

Baltimore's Oldest Evening Newspaper

AND

The Newspaper that "Made" the Shopping District of Baltimore

J. THOMAS LYONS

Vice-President and General Manager

NATIONAL REPRESENTATIVES

C. I. PUTNAM
2 Columbus Circle
New York

A. E. DIXON
Genl. Motors Bldg.
Detroit

F. E. CRAWFORD
Hearst Bldg.
Chicago

ARTHUR BOOTH, 58 Sutter St., San Francisco, Cal.

A Tribute to Boston on "Truth-in-Advertising"

WOOD, PUTNAM & WOOD CO.

Boston, Mar. 24, 1924.

Editor of PRINTERS' INK:

As a tribute to the splendid work which the Boston Better Business Commission is doing in this territory, we wish to say a little in their behalf.

We do not know how much you know of this Boston organization, and we hardly know the persons connected with it; but they certainly are a live crowd who get what they go after.

They were first brought to our attention through the National Vigilance Committee of the Associated Advertising Clubs of the World who were called upon by us to investigate a misrepresentation case for one of our clients and passed same on to the Boston Better Business Commission to take care of for us, since it was purely a local case and they could handle it most satisfactorily.

They are doing real work for *truth in advertising* in Boston, getting after all merchants whose advertising is misleading to the public, and as a result of their efforts new words and new phrases have been put into effect in all of their advertising that are absolutely clear. For example, furs like dyed muskrat and dyed hare are no longer advertised in Boston as "Hudson Seal" and "Arctic Seal," leading the public to believe they are real Seal; instead they are advertised as "Dyed Muskrat" and "Dyed Hare, to look like seal." Artificial silk, art silk, fibre, fibre silks are now called "Glos."

Attractive and thorough explanatory advertisements have been appearing in the *Sunday Advertiser* which are very educational. They are teaching the public the difference between gold-filled and gold plate; Sheffield Plate and Silver Plate; genuine Rubies and Synthetic Rubies; 10K Gold and 18K Gold; Sterling and Plated Silver, etc.

If other merchants throughout the United States would link up with the slogan "Truth in Advertising" as Boston merchants have since the Boston Better Business Commission have been educating them, we are sure bigger and better results would be obtained by all.

We think you could build up a splendid story in this connection for PRINTERS' INK, taking the Boston Better Business Commission as a striking example.

WOOD, PUTNAM & WOOD CO.

A. H. KENYON,
Vice-President.

PPRINTERS' INK is aware of the work that the Boston Better Business Commission is doing. It is glad that Mr. Kenyon, on behalf of Wood, Putnam & Wood wants advertisers everywhere to learn through the pages of PRINTERS' INK of the example

that the Boston Commission is setting.

Mr. Kenyon's suggestion has already been carried out. Readers of PRINTERS' INK were informed of the progress of the Boston Better Business Commission in an article in PRINTERS' INK of January 31, 1924, beginning on page 54.—[Ed. PRINTERS' INK.]

Tank Manufacturers Favor Simplification

The reduction from 250 varieties and sizes of hot-water storage tanks to nine sizes and two working pressures was agreed upon by representatives of Eastern manufacturers, distributors, and consumers, at a meeting with the Division of Simplified Practice, Department of Commerce, recently.

Labeling agreements reached provided for markings as follows: "Standard—Guaranteed for a working pressure of 65 lb." and "Extra Heavy—Guaranteed for working pressure of 100 lb." each accompanied by the name of the manufacturer. The recommendations will shortly be submitted at a meeting of Western manufacturers.

Paper Industries Exposition at New York

The second exposition of the paper industries will be held at Grand Central Palace, New York, during the week of April 7. The convention of the American Paper & Pulp Association and affiliated organizations will be held at New York at the time of the exposition.

Consolidated Textile Report Shows Gain

The Consolidated Textile Corporation, New York, reports net profits for 1923 of \$54,073 after all deductions, as against a deficit of \$2,177,871 the year before. B. B. & R. Knight, Inc., maker of Fruit of the Loom Muslin, is a subsidiary of this company.

New Account for Allentown, Pa., Agent

The advertising account of the Easton Car & Construction Company, Easton, Pa., has been placed with Fred L. Shankweiler, advertising agent, Allentown, Pa. Business papers reaching contractors and road builders will be used.

Purchases Cleveland Printing Firm

Charles L. Day, formerly with the Republican Publishing Company, Hamilton, Ohio, has purchased the plant of the Aero Printing Company at Cleveland.

Start a "Better Letter Campaign" in Your Business

Of course, you want to make all your Company's letters better—it means more business with bigger profits.

My 52 attractive and effective weekly Better Letter Bulletins do just that—they help your dictators and stenographers write better letters in every department of your business. Special attention is given to each department's letters. This Bulletin Service is the result of years of experience in every phase of letter-writing. It comes to you weekly and easily applies this experience to your work and produces results.

Get Free Sample Bulletins

Write me, on your firm's letter-head, and I will gladly send you sample Bulletins and prices—also partial list of satisfied subscribers.

S. R. STAUFFER

Letter Counsellor

Personal Consultation Service

604 Wilmac Building,
Minneapolis, Minn.

Advertising Executive

Open for Engagement

Thirteen years' agency experience on national accounts in various lines—automobiles and accessories, hardware and tools, food products, lubricants, office appliances, wearing apparel and transportation.

A thorough understanding of plan and production work, including booklets, dealer helps and displays.

Connection desired with agency or manufacturer.

Address "W," Box 28, care of Printers' Ink.

Why Some Wholesalers Insist on Returning Goods

(Continued from page 6)

"Disinfectants developed a funny situation last summer in our territory. Our records [consulting a memorandum that he drew from his desk] show that eighty-one of our stores in the territory [meaning the Southwest] shut off shipments of our own-make disinfectant, and of the eighty-one dealers twenty-four actually returned goods to our warehouse, so that they would not spoil on their hands.

"You ask the reason? It's plain as this ink: Nothing else in the world-but that—& Co., plastered our country with an advertising campaign. Their goods had such an increased demand that ours would not move.

"The thing was so important that I brought up this matter at our dealers' convention in November. I found case after case where the dealer reported that customers would bring back our disinfectant for exchange with the competitor's make. . . . It taught me that it's not enough for us to cut the price. We must either advertise our brands or expect sales to tumble. . . . The clerk may hand out the goods and get the money, but when it is brought home by the child somebody gets a scolding—and it's not always a 'kid' either. Those dealers told cases where the husband would bawl out the wife, and others where she got after him, but it was the same trouble every time: they wanted the stuff they saw advertised. They got it, too, and we took the gaff."

Drug and food articles are not, by any means, the only items of which the brand is recognized by the user. With "things that have individuality, the consumer demand is irresistible," in the words of a Shreveport jobber of oil-well supplies, "and the surest way to find it out is to ship some tool with another mark on it." He continued:

"We had an expensive run-in with some of our trade only last

MR. GEORGE W. HOPKINS

*has become a Vice-President and
Director of this Company*

MR. HOPKINS will be in charge of the Department of Sales Plans. His services will be available—for a day, a week or a month—to any firm desiring help on sales problems. Mr. Hopkins also becomes a member of our Plan Board and in that capacity will advise on all advertising which this agency executes.

Correspondence is invited from firms desiring further particulars regarding our Department of Sales Plans.



MR. THOMAS F. FLANAGAN has been appointed Account Executive with headquarters in New York City. Mr. Flanagan has just completed three years of work with us. During the last year he was in charge of the Department of Sales Plans. He has also been elected a member of the Board of Directors.



CHARLES W. HOYT COMPANY, INC.

PLANNED ADVERTISING

116 West 32nd Street, New York City

BOSTON
Little Building

SPRINGFIELD, MASS.
Third National Bank Building



*A Norden installation at the Criterion Theatre, N. Y.
(Note—At night, the water ripples)*

THE PIONEERS

of the development of the
Electric Advertising Sign

NORDEN COMPANY, INC.
132 W. 43rd St., N. Y.

always use Paulding Mandico Lamp Sockets,
whether the sign is as big as a house (like the
above) or as small as a cigar box—whether
it is to exploit a movie or advertise any other
product or service.

Always specify Paulding Lamp Sockets in
YOUR Electric Signs and be sure of 100%
efficiency when they are lit.

JOHN I. PAULDING, INC.
New Bedford, Mass.

New York Chicago Philadelphia St. Louis San Francisco

month, with pipe tongs. The — Co.'s pipe tongs have full pages in all the petroleum trade papers, and in the region south of us they have a big trade, although the tongs are not a bit better than two others on the market. I defy anyone to distinguish one make from the others, except by the name and brand-mark.

"Due to freight congestion, we ran out of The — Co.'s tongs, and after waiting nearly two weeks, I told the boys to fill the accumulated order with other makes. Of some twenty-odd shipments, more than half of them came back—two of them with hot letters that accused us of trying to palm off inferior goods.

"The whole trouble comes from advertising! The tongs we sent were as good a pipe tool as is made, but those 'jacks' would not even try them. Advertising isn't what it's cracked up to be. It has ruined more good salesmen than the whole war-time orgy did."

It was impossible not to quiz him for an explanation of the last sentence. His meaning was that salesmen are judged, and compensated, largely on the volume of their orders, and that:

"We can't get men any more to work their feet into blisters trying to sell goods on their merits. It's too easy to scribble down orders for goods with fancy names. The factories spend their money in the trade papers, telling how fine their tools are or what pressure their pipe will stand.

"The oil fellows read all the flowery talk, night times, in their socks, a-sucking at their old pipes the while. When our men come along they find the same fellows ankle-deep in red clay, with as much oil in their eyes as on their hands, and our men don't get half a show to demonstrate a better tool or even to tell about it. They don't get a decent listening-to. . . .

"Maybe it's all right to knuckle under, and take the order, but it's not the way I did when I was on the road.

"And that's why," he concluded, with a vicious kick, twice repeated, at a bundle of pipe-tongs lying on

The Atlanta Journal

Atlanta, Ga.

Rotogravure is five years old as part of The Sunday Journal.

The second issue of the sixth year has 12 pages and the most advertising ever carried in one issue.

Produced completely in Atlanta.

*Advertising in
The Journal Sells the Goods*

Sales Executive

We are seeking a manager for one of our important branches. We manufacture a product used in all industrial plants. Our organization is world-wide in scope and reputation. Require man who has done considerable selling, preferably along machinery or technical lines, and who has demonstrated ability to direct other salesmen and engineers. A dependable builder of men and of sales results. Real opportunity is offered for man of calibre to establish himself in position of responsibility and promise. In your letter give full particulars of age, education, experience, salary expected.

Address "A," Box 29, care of Printers' Ink, 230 So. Clark St., Chicago, Ill.

Can You Sell Printed Salesmanship?

THERE is an opportunity for the **RIGHT** man to create a place for himself in our organization with an eventual permanent interest in the business as his goal.

His record must show ability to sell direct-mail, developing prospects into permanent clients. Real cooperation — congenial associates and surroundings. Location New York City.

In strict confidence give us all the necessary information about yourself.

Address "C," Box 171, Printers' Ink

Magazine Representative

Man with 16 years' experience representing foremost publishers in directing the efforts of a small but highly specialized force of advertising salesmen, as well as personal merchandising accomplishments is open for a suitable appointment.

Has firmly established contacts and enjoys the utmost confidence of National Advertisers and Agency Executives in the East.

Address "H," Box 177, care of Printers' Ink.

the warehouse floor, "all these perfectly good tongs were slammed back on us."

One of the most luminous interviews was with the general manager of a chain of building-supply houses. He was discussing the pressing need for his concern to eliminate parallel lines, and had been describing how he was finessing among manufacturers for exclusive representation of certain lines. The question was put to him, relating to roofing materials, how he determined which brand to tie to. Like hot shot came the reply:

"Easiest thing I ever did. The line that's advertised has the guts to it. It has stability.

"I'll give you a case with roofing—the thing you ask about. About a year ago we were furnishing material for a lot of construction for one of the oil companies. The manager is a man from Pennsylvania, and he didn't take to the — roofing that we supplied, saying he'd never used it and didn't care to chance it but wanted another make. He wrote us that we'd have to take it all back. That meant sure loss, for we had delivered three cars of it on the job.

"While we were talking it over at the office, someone said that last week's newspapers had displayed advertisements of that particular roofing. That gave me an idea. I got the advertisements, tore them out and mailed them to that fellow, and next day but one I called him on the long-distance phone and he said right off that he'd let the stuff stay. Those advertisements made that sale stick."

All that the retail merchant endures by return of goods is, in various ways, passed upward to the jobber. The ethics of the deal stands on a bit higher plane, it is true, but that does not alter the fact that in this territory the jobbing house is regularly expected to absorb over-stocks both of merchants and of mills, be that over-stock the result of undue optimism in buying or of price changes which render the credit memo worth more than the merchan-

To Advertisers Everywhere!

You can obtain posters, broadsides, car cards, dealer helps or any other similar display material both quickly and economically through the use of

JUMBO ADS

These ads are produced through the process of photo-offset lithography. JUMBO ADS can be had by reproducing your advertisements appearing in the national magazines, car cards and direct mail folders in as many colors as desired. They are large-sized reproductions of your original copy.

By the photo-offset process, reproduction can be had in any size up to 38x50 for anything written, printed or drawn.

No new cuts or drawings are needed; all that is required is a clean press proof.

An investigation will prove to you the exceedingly low cost and effectiveness of our service. Ask for prices and samples.

ROBERT TELLER, SONS & DORNER

Lithographing and Printing

311 West 43rd Street

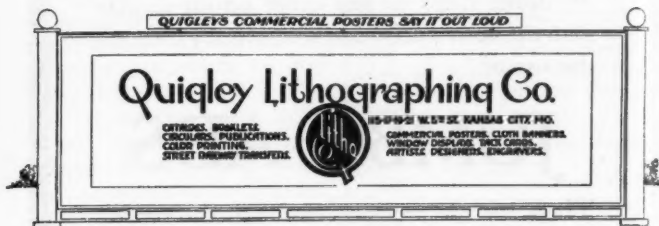
Longacre 9300

NEW YORK

Photo-Lithography
The Offset Process

Direct Lithography
Photo-Offset Reproductions

*"We have closed enough business
to more than pay for the ad"* in
PRINTERS' INK MONTHLY



March 17th, 1924.

Mr. A.D. McKinney,
Syndicate Trust Building,
St. Louis, Missouri.

Dear Mr. McKinney :-

My company was rather skeptical at first, about advertising in Printers Ink Monthly, but after our full page ad in the February issue pulled sixty some odd inquiries, from all over the country, they were very much sold on the publication - that is why we came back in, in March, and are now preparing copy for the April issue.

This far, we have closed enough business, to more than pay for the ad, and have estimates out on about ten thousand dollars worth of business, which I am confident we will close some of, if not all.

We are following up our inquiries very persistently with letters, and are now working up a direct-by-mail advertising campaign, as a tie-up to our Printers Ink advertisement, and feel confident that we can make the advertising pay bigger by this method.

Thanking you for your co-operation in our advertising efforts, we remain,

Very truly yours,

Dan B. Webb
QUIGLEY LITHOGRAPHING COMPANY.

DBW/PW

DAN B. WEBB
MANAGER
COMMERCIAL DEPARTMENT

dise. As a result of this rather complicated process from user to retailer, and from him to jobber, the jobber in due course often desires to make return to the factory. It is at this stage of the process, that the differences of sales attitude becomes significant. The operation up to this point has been confined within local territory. There custom brings compliance without challenge. Just the moment that the boundaries of established custom are crossed there is involved the problem of the jobber. For the jobber, living in the West, knows only leniency of conduct. The manufacturer, living in the East, has been schooled in a hard-and-fast policy. From these divergent viewpoints, each easily concludes that the other demands too much.

The Western jobber, it is seen, has become the "wasp's waist" against which all the customs of his country are dammed up. He is impelled forward by a rising tide of returned goods in his warehouse. He must look for relief to the Eastern manufacturer who is unable to understand why jobbers beyond the Mississippi expect a returned-goods policy differing from what is necessary in dealing with jobbers of the hither-Mississippi country.

In a broad sense, this situation is not new. It has always existed. Post-war conditions, with narrowing margins of profit, give new significance to what is not new. This new significance assumes importance in the realignment, which is occurring, between jobbers and factories, which is taking the form of elimination of parallel lines of merchandise. Jobbers, disheartened in the effort to carry in stock full lines of several competing makers with slow turnover and unprofitable handling, are turning their attention to exclusive factory representation. In this realigning of jobbers' connections, if one may believe in the confidential statements of managers and presidents, the "returned-goods policy" of manufacturers will "demand attention from the factory board of directors" instead of being, as

Notice of Sale by Receiver

UNITED STATES DISTRICT COURT FOR THE
NORTHERN DISTRICT OF NEW YORK

IN THE MATTER
of
GLOBE-TELEGRAM IN
BANKRUPTCY
No. 10816
CO., INC.,
Bankrupt.

Pursuant to an order of this Court entered in the office of the Clerk of the United States District Court for the Northern District of New York, on the 20th day of March, 1924, the undersigned Receiver of the property of the above named bankrupt, on April 15th, 1924, at 10 o'clock in the forenoon of that day at Nos. 20-24 Whitesboro Street in the City of Utica, County of Oneida and State of New York, will offer for sale at public auction to the highest bidder or bidders, free and clear from all liens and encumbrances, all the property, assets and effects of said estate including the goodwill of the Saturday Globe, a newspaper formerly published by the above named bankrupt. That said property so to be offered for sale consists generally of the following:

Printing Press	Electric motors
Type-setting	Subscription and
machines	agency lists
Paper	Office furniture
	Office fixtures

and other personal property used in connection with the operation of a printing and publishing business. All of said property will be sold as follows:

1. Each item will first be offered for sale separately.
2. All of said personal property will then be offered for sale as a whole.
3. Said personal property will then be offered for sale in two groups, the one consisting of certain items claimed under a certain chattel mortgage, the other consisting of all of the remaining personal property.

Said property will then be struck off according to the method of sale which will bring the highest sum therefor. Said property may be inspected at Nos. 20-24 Whitesboro Street in the City of Utica, County of Oneida and State of New York, on any business day between the hours of 10 o'clock in the forenoon and 4 o'clock in the afternoon.

Such sale will be made subject to the approval of the creditors of said Bankrupt to be given at a meeting of such creditors to be held on April 15th, 1924 at 2 o'clock in the afternoon of that day at the offices of Hon. F. J. DeLaFleur, Referee in Bankruptcy, in the Mann Building, corner of Broad and Genesee Streets in the City of Utica, County of Oneida and State of New York.

Dated, Utica, N. Y., March 20th, 1924.

STANLEY E. GILBERT,
RECEIVER of the property of
GLOBE-TELEGRAM CO., INC.,
Bankrupt

WILLIS BROWN & GUILLE,
Attorneys for Receiver,
O. & F. O. Address,
44-48 Utica City National Bank
Bldg., Utica, N. Y.

now, "detailed to some cub clerk."

Up to the present, the differences of West and East have been understood only in rare instances. Each emergency has been solved by the interplay of bargaining, in the light, usually, of whether the factory at the time faced a shortage or a surplus of orders. Slowly, none the less, out of the welter of uncertain adjustment, has come what an Austin jobber styled "a new shake-down of factories," or a "regrouping" in the phrasing of a Kansas City jobber of building materials, who made this keen comment: "One group of factories has modified its policy for return of goods to suit the post-war situation, while the other group is as dead-asleep to the change as Rip Van Winkle was to the Revolution."

It would not be maintained that marketing customs in the West and Southwest have materially changed. The return-goods privilege has always been sought by jobbers of that region. The condition has, within four or five years, been accentuated by rising costs and narrowing margins of the jobbing business. It has been further aggravated, within this same period, by the fact that some makers have recently modified their sales policy in this particular. In this way the returned goods policy has, in one sense, become the dividing characteristic as among manufacturers of each line of merchandise, to the increasing disadvantage of such as cling to a less flexible policy.

Francis Juraschek Leaves Yale & Towne

Francis Juraschek has resigned as advertising manager of The Yale & Towne Manufacturing Company, Stamford, Conn., Yale locks. He is now engaged in business for himself in the preparation of sales manuals for manufacturers.

Adolph Gobel Dead

Adolph Gobel, founder of the sausage-making organization of that name at Brooklyn, N. Y., died at his home in that city last week at the age of sixty years. From a meat business started thirty years ago Mr. Gobel built up an independent sausage manufactory now capitalized at \$2,500,000.

Defines Use of the Word "Shellac" in Advertising

The word "shellac" used in connection with a product not composed of 100 per cent shellac gum dissolved in alcohol, must be accompanied by words clearly indicating the percentages of other ingredients used in the manufacture of the product.

This decision was reached by the Federal Trade Commission after investigating the methods of branding and advertising used by L. F. Cassoff, who trades under the names of the Central Paint & Varnish Works and the Central Shellac Works. The respondent is a manufacturer of varnishes and allied products, and has his principal place of business in Brooklyn, N. Y.

The Commission found that Cassoff manufactured, advertised and sold a product not composed wholly of genuine shellac gum under the brand name of "White Shellac" and "Orange Shellac" without indicating in any way on the labels and in the advertisements that the product contained any other ingredient than genuine shellac gum. This method of exploiting his product, the findings state, misleads and deceives a substantial part of the purchasing public into the belief that respondent's product so branded is composed solely of genuine shellac gum.

Life Underwriters Start New Campaign

The fourth annual advertising campaign of the Canadian Life Underwriters Association has just commenced in newspapers throughout the Dominion. The feminine figure personifying the careful watchfulness of Life Insurance, which was a prominent feature of the campaign last year, is being used in this series, but less conspicuously. Last season the advertisements were almost wholly pictorial. This year more copy is being introduced. This advertising is placed directly by the association.

Sales Campaign Started on Motor Accessory

A national selling campaign is being started by the Curran Hot Spot Company, New York, on the Curran Hot Spot, a gasoline-saving device for automobiles. Exclusive distributors will be appointed in each territory or large business centre. These, in turn, will sell to dealers and large fleet owners. E. L. Kent, general sales manager, informs PRINTERS' INK that the company's plans for advertising have not been completed.

Sales and Net Income of American Tobacco

The American Tobacco Company, Tuxedo and Lucky Strike smoking tobacco, Pall Mall, Omar and Lucky Strike cigarettes, etc., reports total sales for 1923 of \$138,473,340 against \$143,901,445 in 1922. Net income in 1923 totaled \$17,808,139 as compared with \$18,833,255 in 1922.



WM. H.
RANKIN
COMPANY *Advertising*

1 West 37th Street, New York, N. Y.

180 No. Wabash Avenue, Chicago, Ill.

Albee Building, Washington, D. C.

Peoples Savings Bank Building, Akron, Ohio

74 New Montgomery Street, San Francisco, Calif.

32 Front Street West, Toronto, Canada

Imperial House, London



Affiliations

Charles F. Higham, Ltd., London

Honig-Cooper Company, San Francisco

Thos. R. Shipp & Company, Washington

Murray Howe & Company, New York and Chicago

R. C. Smith & Son, Ltd., Toronto

S. A. Advertising Contractors, Ltd.,

Cape Town, South Africa

Paton Advertising Service, Melbourne, Australia

ESTABLISHED 1899

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 135 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75

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Washington: James True
London: Thomas Russell

NEW YORK, APRIL 3, 1924

When Trading-Up Is Bad

J. R. Sprague, a retired retail merchant, who frequently writes for the PRINTERS' INK Publications, in one of his recent *Saturday Evening Post* articles wrote under the title, "You Can't Beat the Game." Mr. Sprague amusingly describes, with a wealth of detailed incidents, the wiles of the ubiquitous promoter.

The inference that we get in reading Mr. Sprague's article is that the promotions which he mentions were, in themselves, legitimate enough, but that they became questionable, if not actually illegitimate, merely because they were sold to the wrong people. At any rate that is a theory that we have long entertained.

At one time it was common opinion in the advertising business that everything could and

should be advertised. But today we know better. We now admit that there are many things which cannot be advertised to advantage. Anyone with seasoned business experience is willing to concede this limitation of the power of advertising. Why not carry this thought further? We believe that not only is it impossible to advertise certain things advantageously, but also that it is not advisable to advertise certain things to certain classes of people.

Let us try to make this thought clearer by citing a few specific examples. Probably the most glaring illustrations can be found in the selling of investment securities. We have always opposed such promotions as that of the ill-fated Commonwealth Hotel, not because the proposition was intrinsically illegitimate, but because the stock was offered and sold to persons who could not afford to lose. Ventures of that kind are highly speculative. Investments in them should be offered only to those who are financially able to assume the hazards of speculative business.

Promoting stock in perilous enterprises to persons who must seek safety above everything else in their investments, is wrong from any standpoint that you may care to look at it. It is wrong principally because these people are led to purchase something they cannot afford to buy. Over-selling causes them to sacrifice safety for the hazards of a high return. We repeat that the propositions, themselves, are justified, but become questionable only because they are sold to the wrong people.

The same thing is happening in the realty business. Surely there is no more worthy ambition for a family than the desire to own its own home. Yet it is absolutely wrong for an advertiser to sell a man a home which he cannot afford and to load him up with a contract that common sense indicates is beyond his ability to complete. Many of the homes that have recently been purchased with such high hopes have been sold to people who have not the

earning capacity to maintain them. We often think of a story which is told of Stewart Hartshorn, the roller shade manufacturer. It is said that when he started to develop the town of Short Hills in New Jersey, he asked each prospective purchaser what his income was. If the income was not large enough, the prospect was frankly told that he could not afford to live in Short Hills.

We need more men with Stewart Hartshorn's wisdom and honesty, not only in the real estate business but in all lines. Let us all try to realize that it does not benefit the cause of advertising to have it lead people into a scale of living that they cannot afford. There is still enough work to be done in improving the people's standard of living along thrifty, common-sense lines without trying to sell them automobiles, homes, country estates, jewelry and furniture which is beyond the reach of their pocketbooks. This does not mean that people should not have cars, homes, jewelry, etc. Most decidedly they should. But they should not be traded-up by sellers to buy a kind of car, home or jewelry that is beyond their incomes.

Capitalizing on Weather in Selling

PRINTERS' INK is continually showing through special Washington correspondence it prints that the various departments of the United States Government are inexhaustible sources of ideas for selling campaigns, for talking points, and for advertising copy. The pity is that the Government is not used more for this purpose. The information which the Government makes available has been collected at great expense and should be used by every taxpayer. It is his money that makes it possible for the Government to assemble these invaluable data.

The Department of Agriculture recently reported a couple of instances which show how well the Government is able to help manufacturers. The incidents are merely typical of the kind of in-

formation that is being given out in answer to inquiries almost every day. It seems that a manufacturer of snow-removing apparatus wished to enlarge his market for this product. He wrote to the Weather Bureau, asking to be told sections of the country where unusually heavy snowfalls occur, which interfered with the traffic in those places and which have to be removed. This manufacturer was promptly provided with a list of all localities having heavy snowfalls, and besides was given data as to the depth of the heaviest snowfalls in these places, together with the average snowfall for the different localities on the list.

Another manufacturer, not long ago, inquired of the Weather Bureau for wind data from sections that did not have high wind velocity. This manufacturer produces a windmill which requires very little wind to operate. He was trying to find out what localities are least favorable for competitive windmills. He wanted this information, of course, so as to make a drive on his own product with the argument that it did not need much wind to operate it.

PRINTERS' INK in its endeavor to place before manufacturers of the country some of the selling helps that the Government offers, has already told of the influence of the weather on business. The weather hurts business and helps it. It stimulates the demand for some products and retards the demand for others. Again one kind of weather will help a business and another kind of weather will harm it. The weather as a factor in business is constantly increasing in its influence. The two manufacturers referred to recognize this influence. In fact both of them set out to capitalize the weather in the sale of their products.

Of course it is only fair to say that a large number of business men in various lines are using Weather Bureau data, to mention just one Government department. But the number of these business men is not so large as it should be. Advertisers who are finding

their selling appeals growing stale, may find just the right material to freshen it up in the Government archives at Washington.

Advertising and the Unseen Menaces

As the temperature of competition rises sales and advertising executives are continually finding new obstacles planted in their paths. If there is to be progress these must be overcome. But how? Shall a manufacturer smash through them by virtue of sheer strength and steam-roller tactics, or shall he alter his course and steer around them? Can he hurdle them by some spectacular effort?

One of the largest automobile manufacturers in Indiana has been puzzled lately by just such questions. During the show season the false rumor spread that this company intended to discontinue manufacturing. The principals of competing companies had nothing to do with the rumor, but irresponsible salesmen helped it along. However, it is the effect rather than the source of the rumor that is important, and the effect on present owners and prospective buyers of this car can easily be imagined.

This motor car company decided on a direct-mail campaign through its distributors to puncture the report. The first impulse was to use space in newspapers, but this was abandoned in the belief that the general effect might be negative. Further than this, it decided that the appearance of the kind of copy required would possibly damage the industry of which this company has long been a part. However, the question of what medium ought to be employed is not vital. Some kind of "counter-rumor" advertising is always necessary in cases of this kind and the greatest error that can be committed is the error of inactivity.

It may be argued that a manufacturer is doing all that he should do when he produces goods of real worth and distributes them in an ethical aboveboard way. That ar-

gument does not dig deep enough. It is far from bomb-proof against the high explosives of business in 1924. If it appears to be a safe and sound policy it is only because the menace of gossip and rumor is unseen at the moment. The manufacturer who has more than a restricted distribution owes to himself to advertise in a way that will *minimize the possibility* of false reports starting to spread.

The keener the competition in business the greater the likelihood of misunderstanding, and with misunderstanding comes the stories and rumors, idle conversation at first, perhaps, which roll up like a snowball with every repetition, until they are a real menace to confidence and good-will. Preventive measures have become quite as important as corrective measures in the field of medicine. Why not in business?

The use of advertising patterned and phrased to guard against the unseen parasites at the same time that it helps sell a manufacturer's goods is worth more than a passing thought.

T. H. Beck on Advertising and Selling Co-operation

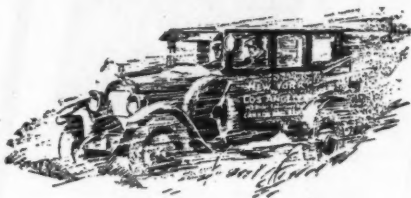
Co-operation is necessary all along the line of distribution from the manufacturer to the retailer if sales are to be kept at a maximum in a given territory. This fact was emphasized in a talk which Thomas H. Beck, president of *Collier's*, made before the Pilgrim Publicity Association, Boston advertising club, at a meeting last week. Mr. Beck quoted statistics to show that 20 per cent of the population of a territory moves every year, which means that retailers must cultivate the equivalent of a new market every five years.

Mr. Beck urged the development of salesmanship methods so that merchandising may properly support advertising and make for greater effectiveness of these two forces. Advertising, he declared, in efficiency and power has gone ahead of sales and merchandising methods. Mr. Beck said that advertising copy should be sales copy and that the salesman's talk, on the other hand, should be excellent advertising copy.

In selling, salesmen should not prejudge their prospects, the speaker said. He recommended that salesmen should be given the proper tools to work with and a quota apportioned to each salesman. The quota as a goal permits division of responsibility and in the last analysis makes for efficiency.

Mr. Beck illustrated his talk with a number of exhibits which were passed around among the 500 people present.

GARDNER MOTOR CAR



"Cannon Ball" Baker's recent record-breaking coast-to-coast midwinter run in a Gardner stock Sedan in 4 days, 14 hours and 15 minutes demonstrates that among many good cars in the same price class Gardner performance stands out above them all.

It is our privilege to handle the advertising of The Gardner Motor Co., Inc., St. Louis.



D'ARCY ADVERTISING COMPANY
ST. LOUIS

Letters from readers of Printers' Ink and Printers' Ink Monthly

H. J. Heinz Company

Two copies of **PRINTERS' INK MONTHLY** are received here. One copy goes to the head of the general sales department and the other copy to the head of the advertising department.

Five copies of **PRINTERS' INK** are received. One copy goes to the general sales department, one copy to the president's office, and three copies come to the advertising department—one of these to the head of the department, and the other two are circulated among members of this department and also among members of the organization generally if any particular article appears which we think will be of interest to them.

H. J. HEINZ COMPANY.

Hamilton Advertisers' Agency, Ltd.

While the subscription to your paper does not appear in my own name, we do get **PRINTERS' INK** in the name of the company. Our Mr. Acker also is a regular subscriber. In fact, I do not think we could get along without **PRINTERS' INK**.

R. T. KELLEY,
President.

E. J. Conroy (the Pipe Man)

I have been a subscriber to **PRINTERS' INK** for a few years and **PRINTERS' INK MONTHLY** ever since it has been alive, and I enjoy it even more than the **WEEKLY** I believe.

ED. CONROY,
Owner.

National Toilet Company

You will be interested to know that **PRINTERS' INK** has been of valuable assistance in solving many complex questions in the past year for the writer.

J. W. O'HARROW,
Asst. Sales and Adv. Mgr.

The Scott & Fetzer Company

Two copies of **PRINTERS' INK** are received in our office each month, and both Mr. Fetzer and myself take a great deal of interest in reading them.

While we are, of course, interested in the editorial articles, we are especially interested in the advertisements, as we can nearly always get a new sales idea from them. Our business is like most businesses, about 90 per cent sales and 10 per cent manufacturing. If we think certain articles or advertisements would be of interest to our sales department, they are marked and read by Mr. R. C. Marandea, our director of sales, and Mr. Ralph H. Jones, assistant sales manager, as well as others in the sales department.

G. H. SCOTT,
President.

American Display Co.

Kindly send us **PRINTERS' INK WEEKLY** for one year, starting at once. We receive **PRINTERS' INK MONTHLY** and it sure gives us some very good ideas in reference to the advertising end of our business.

B. C. DUNKELBERGER,
Vice-President.

The Pfadler Company

We find **PRINTERS' INK** and **PRINTERS' INK MONTHLY** very valuable in posting us on the progress in the advertising and selling world. We really look forward with a great deal of interest to receiving our copy from week to week.

GEORGE F. KROHA,
Advertising Manager.

George W. Smith Co.

We hold your publications in the highest regard.

CLIFFORD W. TREAT,
Sales Manager.

The Little Schoolmaster's Classroom

IN every business house there is a "One Best Letter Writer," and from the experience of one firm, at least, it would appear highly advantageous to discover this man and give him official recognition.

The Schoolmaster happened to be in the private office of a manufacturer of bicycles. This particular company was a very large institution of its kind, occupying, for clerical and executive work, no less than five floors of a big skyscraper in a very large city. A buzzer was sounded and an alert young man entered. He was handed a letter and told to answer it; whereupon, after the chap had left the room, the manufacturer said:

"Yes, that is a letter I would ordinarily write myself, but I have found that the man you just saw can do it many times better. I have no personal qualms, no embarrassment, because of this. We have made this young man our official letter writer when there is correspondence, which is of peculiar significance and where a corking good piece of writing is necessary. And he seldom fails. It just happens to be his knack. We have taken him off his former work and keep him more than busy at his new job.

"Department managers from every floor go to him for special letters, and where there is a problem which is exacting, he does the actual writing, although we may sign the letter. He knows how. It is an inborn gift.

"The value of the idea has been proved; we have straightened out innumerable snarls and corrected many faults. A \$50-a-week expert seems to be able to write a better business bringing letter than the president of the company."

* * *

W. Burgess Nesbitt, treasurer, secretary and general manager of Artemas Ward, Inc., and also president of two manufacturing companies, in an article in the

April *Success*, presents some interesting facts about college educations and their influence on later success. In securing his facts Mr. Nesbitt checked 665 biographies. Among other things he discovered that of twenty-three great industrial companies whose stocks are listed on the New York Stock Exchange, fourteen are operated by men who never went to college and nine by college graduates.

The three richest men in the world never went to college, but started their business careers at sixteen. This starting at sixteen seems lucky, by the way, for Lord Leverhulme, John Wanamaker, Julius Rosenwald, Charles M. Schwab and James A. Farrell all did likewise.

Men who started even earlier to earn their own living include the following who began at thirteen: Douglas of shoe fame; Duke, the tobacco king; Vail, famed for telephones; Willys, for automobiles; Bedford and Archbold, leaders in the oil industry, and many others. Mr. Nesbitt's conclusions are that the lack of a college education is a poor alibi for a man, and that the man who has curiosity and the perseverance to read good books can make up for anything he may have missed by not attending a university.

Mr. Nesbitt himself, by the way, left school at fifteen to become a messenger boy, but he studied almost every evening. Sometime the Schoolmaster is going to ask him to make a similar survey of the heads of the fifty companies which invest the most money in advertising.

* * *

The New York *World* recently published a despatch from Walla Walla, Washington, in which a farmer at that place by the name of William Dent expresses wonder as to what city folks eat nowadays. He is beginning to believe that they must live on synthetic food. Certainly, he says, they do



Flexlume Signs Cannot Be Missed

FLEXLUME Electric Signs stand out on the street like lighthouses on a rocky coast. They are guiding lights of commerce; they cannot be overlooked.

Realizing this, many large advertisers are using Flexlumes to "tie" their national advertising to the dealer's door—such accounts as Chevrolet, The Western Co., Florsheim Shoe Co., and many others. They pinned their faith to Flexlume after a thorough investigation and their choice should be your assurance that Flexlume Electric Signs are best value.

Let us send you a sketch showing your trademark in the form of a Flexlume and give you an estimate of cost in whatever quantity you could use.

FLEXLUME CORPORATION
1040 Military Road BUFFALO, N.Y.



EVENING HERALD

Los Angeles, Calif.

Gained 21,696**Daily Average Circulation**

Sworn Government Statement, Six Months Ending Sept. 30, 1922, 145,953 Daily. Six Months Ending Sept. 30, 1923, 167,649 Daily. Increase in Daily Average Circulation, 21,696.

It Covers the Field Completely**REPRESENTATIVES:**

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.

A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

PREMIUM SERVICE and PREMIUMS

—We save you all the overhead expense, all your investment in premiums and all the worry and bother of buying, handling and distributing.

—Our business isn't identified with either co-operative coupons or trading stamps. Our patrons retain their identity; the premiums are theirs, the catalogs or leaflets are theirs and the coupons are theirs; we are simply their premium department.

—Let us send you our booklets explaining everything in detail.

THE PREMIUM SERVICE CO., Inc.
199-201 Franklin Street New York

use
**The
International
Grocer**
(Chicago)
*to cover
the Grocery Field*

not seem to be eating the food that farmers raise.

"I wish you would tell me," he said, "what the people of this country, 120,000,000 of them, are eating, if anything. If the people of Los Angeles ate only an apple a day it would take a 35,000-acre mature orchard to supply the town. If the people of New York consumed only an egg a day it would take 4,000,000 mighty darn good hens, the year through, to meet the demand. If every family in Seattle had a slice of ham per capita for breakfast there wouldn't be enough hogs in Washington or Oregon to supply the hams—or shoulders. If the average American woman did her own baking, and the family used flour as in grandmother's day, our wheat surplus would be void.

"What do these folks eat, anyway? Take any food commodity, figure the population, figure the minimum that such a population would be likely to consume, and the result is not half the eating the figures should prove was being eaten. Did we eat too much in the old days when the groaning board was the symbol of hospitality? Do we eat less since we quit drinking? If we were glut-tions twenty-five years ago we are anemics today.

* * *

"I, as a farmer, would like to know if this non-eating habit is to become a fixed one in the nation. I might as well let my pasture return to forest and get a city job on half rations."

Mr. Dent's questions are not difficult to answer. The Schoolmaster is not versed in the statistics which he quotes, but he does know that the American people have not stopped eating. During the war some zealous patriot would run across a huge cache of food in some warehouse and would proceed to have the owner of the food arrested, or at least brought under suspicion, for hoarding or profiteering. The patriot's zeal would receive a bad set-back when he was shown that the mountains of food which he discovered represented no more

MUSIC TRADE INDICATOR

ISSUED EVERY SATURDAY

Entered as second-class matter, June 25, 1885, at the post-office at Chicago, Illinois, under Act of March 3, 1879.

O. L. FOX, Founder
RALPH E. FOX, Editor

"Printers' Ink" and Trade Papers

THAT there still are, in the music industry, concerns that do not believe in trade papers we do not think. However, there are still those that do not appreciate all the opportunities that lie in proper use of trade papers, such, and in fact for all the manufacturing and jobbing end of this industry, we would recommend a reading of "Printers' Ink" and "Printers' Ink Monthly," the well-known advertising journals ever appears without one or more articles on how the manufacturer or jobber can make use of business papers to increase his trade. For example, as this is written, in the most recent issue of "Printers' Ink" there is an article on why it pays to use colored inserts in trade papers and an article in the latest "Printers' Ink Monthly" on "Business Paper Advertisers Who Go to Dealers for Ideas." (And, by the way, there are suggestions in the last named article which musical instrument manufacturers have used with profit.)

CHICAGO, SA JANUARY 19, 1924

SUBSCRIPTION RATES

months time on sight dra four month acceptance o as said, the turer or for must get a haled into tl moons pass; edly do sell are in a pos handsome n good mar ces by whi air pianos.

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Selective Personnel Service

INCORPORATED
(Agency)

AN organization specializing in the selection of men and women qualified for positions of responsibility in the advertising, publishing, printing and allied industries.

A service cooperating with advertising and merchandising organizations in securing capable executives of varied experience for their clients.

No Charge to Employers

**30 East 42nd Street
New York City**

Telephone: Vanderbilt 8240

YOUNG GO-GETTER WANTS WORK!

Knows type, direct mail, layouts,
house organs;

Writes good, forceful English;

Is a married Christian with college
education—now employed;

Wants a real opportunity with respon-
sibility—\$3,000 a year.

Address "G," Box 26, Printers' Ink.

than a seven-day's supply for a small portion of New York's population.

The Schoolmaster has often seen trainload after trainload and shipload after shipload of food being unloaded on the docks of New York, and has been told that this unbelievable amount of food would all be consumed in a few days.

* * *

It is probably true, as Mr. Dent says, that people are eating less ham and beefsteak for breakfast than they did in the days of his grandmother. It is perhaps true that the per capita consumption of bread (not wheat products) is decreasing. The reason for this decline, however, is not due to a stopping of the eating habit, but because the American people have been taught through advertising to vary their diet vastly beyond what it consisted of in the days of Mr. Dent's grandparents. It is interesting to observe that bacon is now the most extensively consumed breakfast meat. Ham is a bad second. It is advertising that has given bacon its importance on the morning menu. Other articles of food consumed at breakfast are grapefruit or other citrus fruit, cereals, bran muffins and things of that nature. Advertising has accomplished this also. PRINTERS' INK has frequently shown the power of advertising to change and to vary mankind's menu.

* * *

Mr. Dent mentions the case of apples. There is no question that the consumption of apples has

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

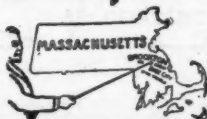
Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



General Manager Wanted For Printing and Advertising Business

I want more leisure to play golf and travel. I am willing to "let go" just as soon as I can find the right man to take over my work. I cannot afford to experiment. Only men of proven ability and successful record need apply. Knowledge and experience in selling and financial matters most important.

High class booklet and catalogue business with big Sales Promotion Bureau. Doing over three-quarters of a million dollars of business a year, and making good profits.

Please give fullest particulars in first letter and enclose some kind of photo.

Applications will be treated in strict confidence.

"President," Box 20, care of PRINTERS' INK.

Keeping the Salesman from Slipping

How the sales executives of a number of the largest companies in the country, as well as the men who manage salesmen for smaller organizations, are making their investments in salesmen pay dividends was told in the January issue of PRINTERS' INK MONTHLY.

The executives of such companies as: The National Cash Register Co., National Biscuit Company, Royal Baking Powder Company, E. R. Squibb & Son and Graton & Knight Manufacturing Co., were interviewed.

The experiences of these manufacturers, together with a list of 102 articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY, telling how others are getting their salesmen off on the right foot have been reprinted for the benefit of our subscribers.

A copy of the complete report will be sent free on request.

THE PRINTERS' INK PUBLICATIONS
185 Madison Avenue New York

A Sales Manager Available April 15th

Broad experience selecting, training and directing salesmen. Capable of analyzing market conditions and selling possibilities. Interested in tackling hard problem. Salary moderate to start. Clean record with good people and A-1 reference. Address "F," Box 175, care of PRINTERS' INK.

Are You The Man?

Large Proprietary Medicine concern in the South has opening for experienced Advertising Man, one who can take complete charge of advertising appropriation and expend to best advantage. Should be thoroughly familiar with newspapers, know their relative values and be able to make attractive layouts.

To such a man we offer a splendid proposition.

Enclose with your reply if possible a recent snapshot of yourself. Address "R," Box 25, care of Printers' Ink.

Do You Need Better Sales Promotional Work or Sales Representation

If so, here's a sales promoter who is available for work either in your home office or in the opening up and carrying on of a selling agency in any section of the country (now located in middle west). Can show a splendid record of results in sales promotional work, including direct-by-mail advertising. My sales letters are especially effective in turning prospects into customers. As investigations are all the rage at present, suppose you investigate this and see what will come out of it. Address "T," Box 27, Printers' Ink.

been hurt by the ever increasing consumption of a variety of other fruits, notably citrus fruits. The reason for this is that citrus growers, as a whole, have been more enterprising in marketing than have apple growers, as a whole.

This is not a nation of anemics today, as Mr. Dent suggests. The health of the nation has been vastly bettered as a result of the varied and more wholesome diet that the people are now eating. The country's death rate, particularly in the large cities, is declining each year. This record is being accomplished despite the fact that each year more and more persons are engaging in indoor and sedentary occupations, which are regarded as less healthful. If sedentary workers stuck to the same menu that was in vogue forty or fifty years ago, the nation could not maintain its splendid health record.

* * *

Advertisers are employing a rather unique method of distributing several entirely separate displays through one magazine, each space being devoted to some one important feature.

It is a constant temptation to do this, for the argument is made that dividing a page or a double spread into a number of smaller advertisements means just so many more opportunities to reach the reader. But this has its objectors, who maintain that one big, bold display is worth a dozen scattered, little ones.

In any event, the present Welch Grape Juice idea of split space may have escaped the notice of some members of the class.

On one page we find a double column, half-depth advertisement which goes into detail concerning the many uses of the product. It contains a reproduction of the bottle, together with other illus-

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

trations and complete facts as to how to use the Grape Juice and where to buy it.

Then a paragraph ends up with this interesting statement:

"Send for the leaflet of appealing Welch recipes. Observe one on page 182 of this magazine and then turn to page 213."

As you turn to the advertisements referred to, you find single-column displays, each one of which is an attractive illustrated recipe.

And in turn, these smaller advertisements end up with a suggestion that it is "Welch time on page 171."

"The Independent" under New Ownership

The Independent, New York, has been bought by Richard E. Danielson, of Groton, Mass., and Christian A. Herter. Mr. Herter until recently was assistant to Herbert Hoover, Secretary of Commerce. The new owners will be the editors. *The Independent*, which was established in 1848, will be published at Boston beginning early in April.

Join New York "Evening Journal"

E. H. Mullener, formerly of the Boston Post, has joined the New York Evening Journal in charge of travel, tours and resort advertising. Associated with him is Albert P. Scott, formerly of the New York World and the Yonkers, N. Y., Herald.

F. J. Erkman Returns to "Coal Age"

Frank J. Erkman has been appointed assistant business manager of *Coal Age*, New York, with which he formerly was associated. He recently has been with *Drug Topics* as business manager.

Appointment by Columbus "Dispatch"

Louis B. Hill, has been appointed national advertising manager of the Columbus, Ohio, *Dispatch*. He previously had been with Baker-Dennis, Inc., publishers' representative, Chicago.

F. W. Van Sicklen Dead

Frederick W. Van Sicklen, at one time with *Motor Age* and a pioneer in the automotive publicity field, died March 22, in Chicago. He recently had been engaged in the business of marketing automobile accessories.

Two or three manufacturers can get Aggressive Sales Representation in the St. Louis Territory

A MAN we know is giving up a good position to act as factory sales representative for several kindred but non-competitive lines.

This man is in a position to finance himself and to build up a selling organization.

Just under forty, his best years are ahead.

An experience that is going to stand him self and his new lines in good stead. For the past five years he has been special representative for the local distributor of one of the country's leading trade-marked articles. In this connection a knowledge of basic market conditions, of merchandising tendencies and selling in its broader application was a necessity. This man knows the St. Louis market; it has been his study and his working field for the last five years.

To the manufacturer not in the St. Louis territory, or the manufacturer feeling the need of more aggressive sales representation here, particularly the manufacturer selling through the retail dealer, this seems an opportunity for a satisfactory and profitable connection.

As this man expects to complete his arrangements within the next two weeks, if you are interested it will be advisable to get in touch with him at once.

After satisfactory preliminary arrangements by mail, a personal interview can be arranged.

Address Sales Representative
ROEDER & SCHANUEL
Advertising Service Agency
International Life Bldg., Saint Louis

**TWICE A WEEK
TOUR CARRIER
BOYS** put Shopping News into 200,000 homes in greater Cleveland and towns within a thirty-mile radius.

They do this in an average time of three hours.

Similar distributions will be made for high-class national advertisers at a reasonable charge. For details write

CLEVELAND SHOPPING NEWS
626 Huron Road
Cleveland

To Reach { Lumber Manufacturers, Woodworking Plants and Building Material Dealers use the

American Lumberman

A. B. C. Est. 1873 CHICAGO

VISUALIZER & LAYOUT MAN

The recent absorption of my present connection by a large agency releases me for the immediate position as visualizer and layout man. I possess a thorough knowledge of type and can produce finished lettering and figure work if necessary.

I am prepared to offer the best of references from my present employer. Address "G," Box 176, care of Printers' Ink.

FACTS ARE THE THING

I want a job—with a future—as assistant to the sales or advertising executive of some well-established and progressive manufacturing or sales company. It would be my duty to study your market problems from every angle by means of sales and market analyses. On the basis of the facts found I would assist in the planning and execution of sales and advertising campaigns, the fixing of territories and quotas and the preparation of sales promotion material.

I have had two and a half years' experience in this work with a well-known advertising agency. I am 28 years old and single, with a college degree and university business school training. Address "N," Box 174, care of P. I.

Agency Man Open for—

position in New York where he can use his experience in planning campaigns, writing copy, managing and buying art work and mechanical production. Familiar with research and merchandising methods and knows how to back up and help an executive.

E. E., Box 170, Printers' Ink

F. J. Mooney Joins Dyer Agency

Frank J. Mooney, until recently secretary-treasurer of Kelsey-Mooney-Stedem, Inc., San Francisco, has joined the St. Louis office of The George L. Dyer Company, advertising agency, as an account executive. Mr. Mooney at one time was a member of the Western staff of Dorrance, Sullivan & Company. He was for many years with MacManus Incorporated, Detroit, and at one time was advertising and sales manager of the Hupp Motor Car Corporation, Detroit.

R. C. Powell Joins Larchar-Horton

Robert C. Powell has joined the staff of the Larchar-Horton Company, Providence, R. I., advertising agency. He was formerly director of the promotion department of the Tracy-Parry Company, Inc., Philadelphia advertising agency.

National Coal Association to Meet at Cincinnati

The annual convention of the National Coal Association will be held at Cincinnati from May 12 to 17. At the same time the manufacturers' section of the American Mining Congress will hold an exposition of coal mining equipment.

Sphinx Club to Hold "Ladies' Night"

The Sphinx Club will hold a Ladies' Night on May 13, at the Waldorf-Astoria, New York. The program, as yet incomplete, will include George Chappell, also known as "Captain Traprock."

Edward Batcheller Long Dead

Edward Batcheller Long, publisher and editor of the White Plains, N. Y., *Westchester News*, died at his home in that city on March 28 at the age of eighty-three. He had published the *Westchester News*, a weekly, for more than fifty years.

ART FOR HOUSE ORGANS

WEE WISDOM OF THE WISE

INSPIRING HUMOR

Forty Quaint Philosophers with thoughts that are as keen and clean as the art work. Furnished in electro or mats.

ASK FOR PROOFS.

COBB X. SHINN

207 Fair Bldg., Indianapolis, Ind.

LETTERING and DECORATION

344 W. 28
NEW YORK

RALPH E. DEININGER
ADVERTISING DESIGNER

LACKNA
47-19

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, PUBLICATIONS, Etc., of all kinds. First-class work; real service; country prices. For samples of work see *The Hat Industry*, 392 Broadway, or *Shoe Findings*, 200 Broadway, New York. Also others. Two hours (67 miles) from New York. STRYKER PRESS, Washington, N. J. Phone 100.

ART WORK WANTED

Unique styles of lettering and decorative design combined with clever figure illustration color, pen and ink, wash, retouching at Reasonable prices. Phone Wadsworth 9270.

COPYRIGHT FOR SALE—Will sell copyright of successfully established syndicated publicity booklet at moderate price; stock at cost. 35,000 copies already sold by mail. Owner going into other field. Box 466, Printers' Ink.

Clear your Canadian classified advertising through

**THE CANADIAN CLASSIFIED
CLEARING CO.
TORONTO, CANADA**

Free directory on request.

PUBLISHERS' REPRESENTATIVES EVERYWHERE

Old, established trade-paper with 30,000 circulation wishes to obtain successful publisher's representatives in all cities of the country, to follow up leads developed by aggressive sales-letter campaign. Liberal commission with special bonus for business brought in during first three months. Box 473, Printers' Ink.

FOR SALE

32-page Hoe, 4 plate wide, 25,000—4, 6, 8, 10, 12, 14, 16 page straight and 12,500—20, 24, 28, 32 pages collected, up to 8 columns, 13 ems. Page length 22½ inches. Complete with 40-h.p. General Electric Motor and Controller and Semi-Autoplate Caster, practically new. Hoe Metal Furnace and other Stereotyping Equipment. Press in exceptionally fine condition. Now dismantling and can ship promptly. Was printing Rochester "Post-Express," acknowledged best-printed paper in Rochester and one of the best in the country, owing to exceptional magazine distribution. This is an opportunity for a high-class equipment at very low figure. Wire or write Toronto Type Foundry Co., Limited, 120 Wellington, St., W., Toronto, Canada.

For Sale—A complete set of I. C. S. text books on advertising—new and in excellent condition. Prices less than ¼ of its original cost. Write Box 459, Printers' Ink, for particulars.

ADVERTISING EXPERT

Free-lance wants part-time work. Now handling big accounts. Reasonable. Box 90, 326 Ninth St., Brooklyn, New York.

SMALL AGENCY WANTED

Advertising agency willing to buy outright business of small recognized advertising agency. Address Box 462, Printers' Ink.

\$15,000 buys established advertising agency, in West Virginia, operating own printing plant; gross income over \$39,000 in 1923; principal owner retiring on account of health. Box 463, P. I.

PUBLISHERS—ATTENTION

We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub., Dept. 170, Hannibal, Mo.

Complete set of Printers' Ink Weekly from November, 1905, with the exception of only one number, June 2, 1909, for sale. The set is bound in about six volumes to a year and will be sold at the cost of the subscription and the binding. It presents a complete story of the advertising development for almost twenty years. Address Room 816, 88 Broad St., Boston, Mass.

PRINTING

McHarg Davenport, for the past four years vice-president and general manager of the Glen Cove Press at Glen Cove, Long Island, announces the opening of a new plant—the Davenport Press, at Mineola, Long Island. Mineola is out forty minutes from New York by the Long Island R. R. and has daily motor truck deliveries. Thanks to its out-of-town location the Davenport Press enjoys a comparatively low overhead which it is glad to share and pass on to its customers. To fill in the gaps occasioned by our moving from Glen Cove, a limited amount of legal, book and direct-by-mail printing is solicited from established concerns seeking first-class printing at a fair price. The Davenport Press, Mineola, Long Island. Tel. Garden City 2192.

A Well-Thought-Of Commercial and Color Printing House, in downtown Chicago, needs the services of a mature man who is primarily a thoroughly experienced and successful printing salesman. He must have a Chicago clientele as the nucleus for at least \$50,000 additional business, which we will expect him to bring to us.

He may, or may not, wish to invest with the present owner-manager of this splendid plant rendering a complete Art, Copy and Printing Service, with equipment, including ten cylinders and jobbers and bindery—a larger business than one man can easily direct.

Should you know a man who can fill the above requirements, you will do him a favor by calling his attention to this ad. Address Box 456, Printers' Ink.

HELP WANTED

ADVERTISING REPRESENTATIVE

—Quarterly fashion publication, catering to class circulation, desires to make advertising arrangements. Write Box 470, Printers' Ink.

ADVERTISING SOLICITOR for fastest growing publication in its field. Give full particulars of previous connections and experience and state salary wanted to start. Box 464, Printers' Ink.

A Commercial Photographic Service located in New York doing work for national advertisers is in need of a first-class salesman. Commission and drawing account or straight salary basis. Box 483, P. I.

WANT—High class representative who has entry to large corporations and selling ability to sell lithographing for a large, established lithographing corporation. Salary no object to right party. Address Box 465, Printers' Ink.

WANTED—A salesman already carrying a product of excellence to sell exceptionally fine goods in glass. Must have ability to produce results. With arrangement suggested offer salary and commission. Box 454, Printers' Ink.

Wanted—Sales Correspondent

A large manufacturing firm has opening for young men who have had experience in handling sales correspondence and inside sales detail work. State experience, age and salary desired. Prefer applicants residing in vicinity of New York or Philadelphia. Box 460, P. I.

ASSISTANT TO NEW YORK ADV.

AGENCY TYPE LAYOUT MAN Christian, about 24, with print-shop experience. Will also assist Art Director. Some high-school education. Splendid future. \$45. Vocational Bureau (Agency), 17 West 42nd Street, New York City.

ARTIST

Well-known advertising agency in New York, has opening for young man in production department. Must make good lay-outs—good at lettering and decoration. Small salary to start until ability is proven. Excellent opportunity for advancement. Write giving full details as to experience, education and salary required. Do not send samples. Write "Artist, Box 5, Sta. F, N. Y. C.

WANTED—A MAN!

By Swiftly Moving Newspaper Syndicate Salesman, Executive, **PRODUCER!** Age 26 to 34. **THE IDEAL MAN:** Enthusiastic Salesman, Newspaper man, good at Publicity and Promotion. Previous syndicate sales experience not imperative but **MUST HAVE** fine character and superior record as sales **PRODUCER** and business builder. Our features are all **LEADERS**. Fertile territory waiting for live man. Salary with commission on **NEW BUSINESS**. Big future with a "human kind" of a syndicate. **STATE EXPERIENCES AND YEARLY INCOME WANTED.** Box 455, P. I.

Advertising Manager—Man or woman, well versed in fundamentals of advertising for high-class, out-of-town women's specialty shop; able to assume full charge; only those who are wide awake and well trained in the actual handling of an advertising budget need apply; unusual opportunity for capable executive; \$4,000-\$6,000. Selective Personnel Service, Inc., 30 East 42nd Street, New York City.

WRITER WANTED

Trade Association, staple food, needs capable editorial writer, educational articles for newspapers and magazines. Permanent employment, Chicago office. Advertising separate, no connection this work. State experience, compensation received and expected; submit samples previous work; references. Address Box 481, Printers' Ink, Chicago Office.

COPY WRITER

Well known advertising agency in New York has opening in Copy Department for junior copywriter. An excellent opening for ambitious young man to work on national accounts and obtain excellent experience. Small salary to start but good opportunity for advancement. Write giving full details, age, salary, education, etc., to "Copywriter, Box 5, Station F, New York City."

COPY WRITER

Young married man of 30 with agency experience preferred. Able to plan and write good direct advertising copy and make layouts. State qualifications, experience and salary expected.

Box 469, Printers' Ink
Chicago Office

POSITIONS WANTED

EASTERN ADVERTISING REPRESENTATIVE New York office established 1915. Exceptional **PERSONAL** service available. Extended acquaintance among Eastern advertisers and advertising agencies. Will consider one additional high-grade publication. Box 453, Printers' Ink.

Artist—Young lady, thoroughly experienced, fashions, general subjects, creative ideas; qualified in secretarial and stenographic work, seeks position where combined capabilities are desired. Box 477, P. I.

Artist

Young man, crackerjack at lettering and design, seeks full or part-time proposition. Box 468, Printers' Ink.

Trade Journal Editor, 33, seeks change in advertising or publishing where brains, writing ability and comprehensive knowledge of industry and commodity markets will be used to full. Box 482, P. I.

JOE WANTED

Young man, 21, high-school, graduate 7 years' business experience; wishes to enter advertising field. Any opportunity welcomed. Box 461, Printers' Ink.

ARTIST

All-around man; 7 years' advertising experience. General knowledge of engravings and typography. Box 480, P. I.

IDEA MAN AND COPY WRITER

Let me show you my advertisements running in recent issues of national, farm, dealer and trade papers. Also direct-mail literature. Six years' experience. Thirty-four years old. Salary, \$65.00. Box 475, Printers' Ink.

COPY WRITER AND VISUALIZER

Full Time or Piece Work

Formerly with Ruthrauff & Ryan, McCann Company, American Lithographic Company creating copy, layouts, "rough" sketches for much national advertising. Box 458, Printers' Ink.

PRINTING

Salesman or Executive

Young man, thirty. Has successfully sold printing for many years and has managed plant of medium size. Knows estimating. Box 478, Printers' Ink.

FASHION WRITER

Four years copy writer in department store with entire charge of fashion publicity. Knowledge merchandise, layout and booklets. College graduate. New York City only. Permanent or free lance. Box 476, Printers' Ink.

I WANT A JOB

I'm a willing, energetic young woman, college graduate, desiring to enter the publishing, magazine or newspaper field, through any channel that offers possibilities of gaining experience. Salary means nothing—opportunity means everything. Box 471, Printers' Ink, New York.

Mail Order Sales Manager

HIGHLY successful business producer wishes a position in Chicago. Experience with Butler Brothers, Sears Roebuck Co., Bush Sales Co., and numerous campaigns. 30 years, family man, good character and personality, college education. Address WM. L. AYLWARD, 1028 N. Drake Ave., Chicago.

WE CONNECT THE WIRES

TELL US about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

N. Y. Copy Writer

8 years copy chief big agencies and adv. mgr. Box 467, Printers' Ink.

ADVERTISING SALESMAN

Full qualified solicitor and manager with successful record available for recognized medium; experienced in large, national magazine, class, trade publication work; wide acquaintance agencies, advertisers, New York and Eastern field; best references; letters confidential. Box 472, P. I.

ACCOUNTANT, OFFICE MAN-

AGER—high-grade man, fourteen years' advertising experience, financial and analytical statements, credits, tax reports, desires connection with agency. Excellent references. Available short notice. Moderate salary. "Advertiser", Eight Hunt Street, Elmhurst, Long Island.

Industrial, Agency or Publisher Connection Wanted

in or near New York by a young man possessing more than 10 years' practical sales promotion and advertising experience obtained as a salesman for an engraving house; solicitor for an advertising agency; copy and contact man for a technical publication; advertising manager for a paper house and later for a large business paper advertiser. Capable planner and executor of campaigns from copy to placing. Age 35, married, with family; Christian. Highest credentials. Box 474, Printers' Ink.

ADVERTISING BUILDER

I know a seasoned, constructive worker who now represents a group of trade publications in the New York field. He has had a good engineering education, but a year ago took to advertising like a duck to water. He is now in his natural element and wants to stick, but seeks broader opportunities. He knows the advertising agencies and has excellent copy ideas for technical advertisers. He is the sort of man who builds business that will stick. Not too big to solicit, not too small to assume executive responsibilities. Salary, \$5,000-\$6,000. Interview arranged through "F. G." Box 457, Printers' Ink.

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The automotive pace-maker in BOSTON

CONSISTENTLY, the Herald-Traveler sets the pace for national automotive advertising in Boston. One month it holds the lead with tires or trucks. The next it is way out in front with passenger cars or accessories. Lap after lap, and year after year, the Herald-Traveler forges steadily ahead to receive the flag for total yearly lineage—as usual.

Automotive advertisers prefer the Herald-Traveler because it covers—completely—the most responsive section of the Boston and New England market. Herald-Traveler readers are qualified, both by education and financial ability, to respond to *any* advertising appeal. And the Herald-Traveler goes directly into the homes—where the purchase of an automobile, or any other commodity for the family, receives its most serious consideration.

No other Boston newspaper duplicates the Herald-Traveler's circulation. To reach your most valuable field in Boston you *must* use the Herald-Traveler.

"The Road to Boston" and "Mistress Boston Goes to School" are two valuable booklets that should be in the hands of every thoughtful advertiser. They explain in detail the reason for Boston's peculiar advertising problems, and show how your Boston campaign can be made to yield maximum results.

Both booklets will be sent you, gratis, upon request on your business stationery.



BOSTON HERALD-TRAVELER

TESTIMONY

as to

RADIO SALES

"WE HAVE advertised our Radio products for the last four months in eight Metropolitan Cities of the Middle West. The Chicago Tribune was one of the eight papers and we have just finished a compilation of results. The replies received from our advertising in The Tribune were more than double those received from any other medium and were almost equal in number to the total number of replies received from all the seven other mediums added together."

The above is the evidence of The Holtzer-Cabot Electric Company of Boston, Chicago and eight other cities.

The Cable Company, one of Chicago's oldest and largest musical instrument houses, writes:

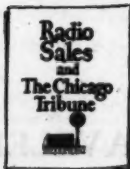
"You will be particularly interested in the number of returns secured from our 2-column 6-inch Radio advertisement which appeared in your Sunday issue of February 24. Up to the present date we have received 167 coupons from this piece of copy which is all we can expect and more, too, from an advertisement as small as this."

An enlightening booklet for those with radio merchandising problems to solve is: "Radio Sales and The Chicago Tribune." It will be mailed free on request.



The Chicago Tribune

NO. 1 THE WORLD'S GREATEST NEWSPAPER



Send for New Booklet

"Radio Sales and The Chicago Tribune"

Mailed Free on Request